



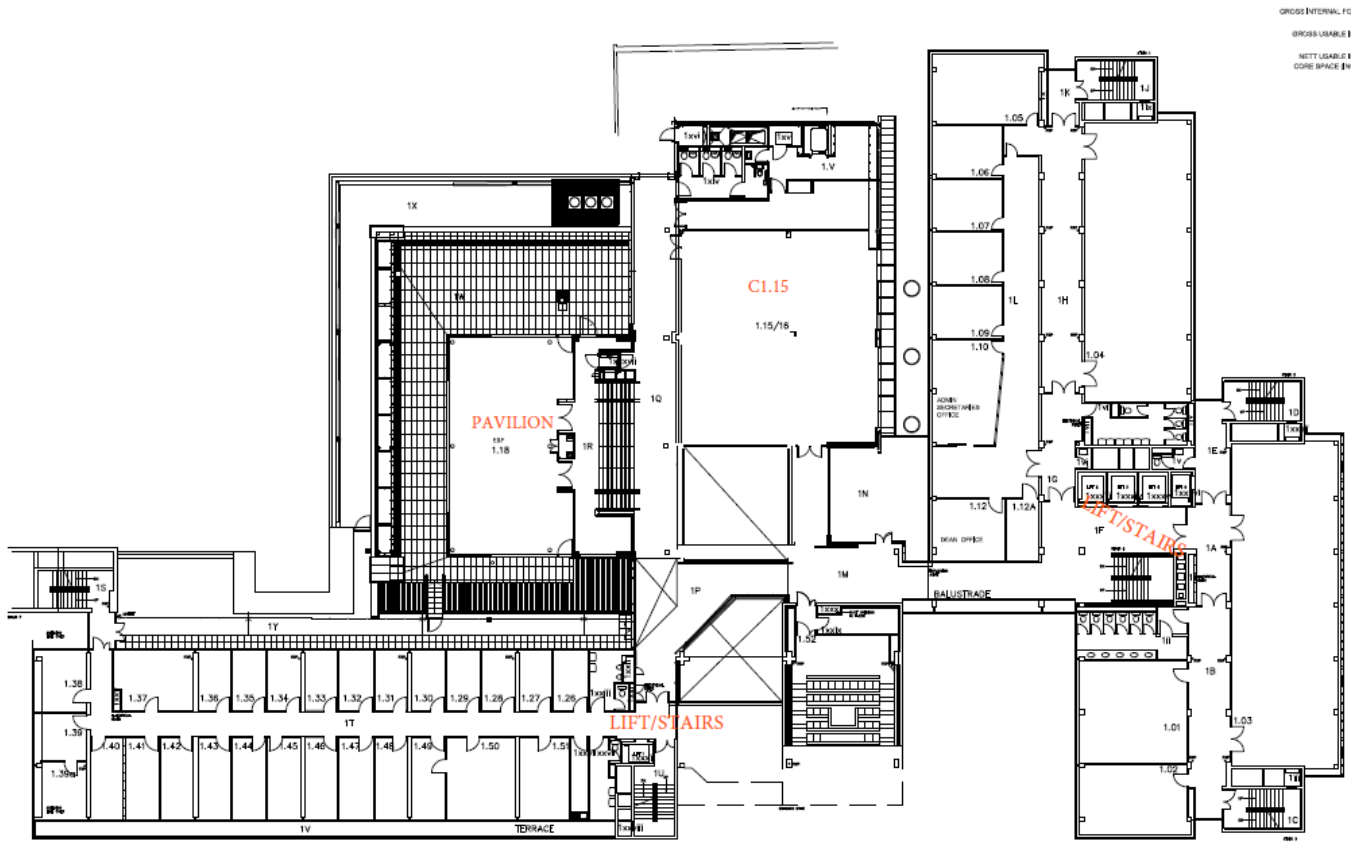
**Fifth BSA Sociology of Food
Study Group Conference 2017
Food and Society**

Supported by the University of Westminster

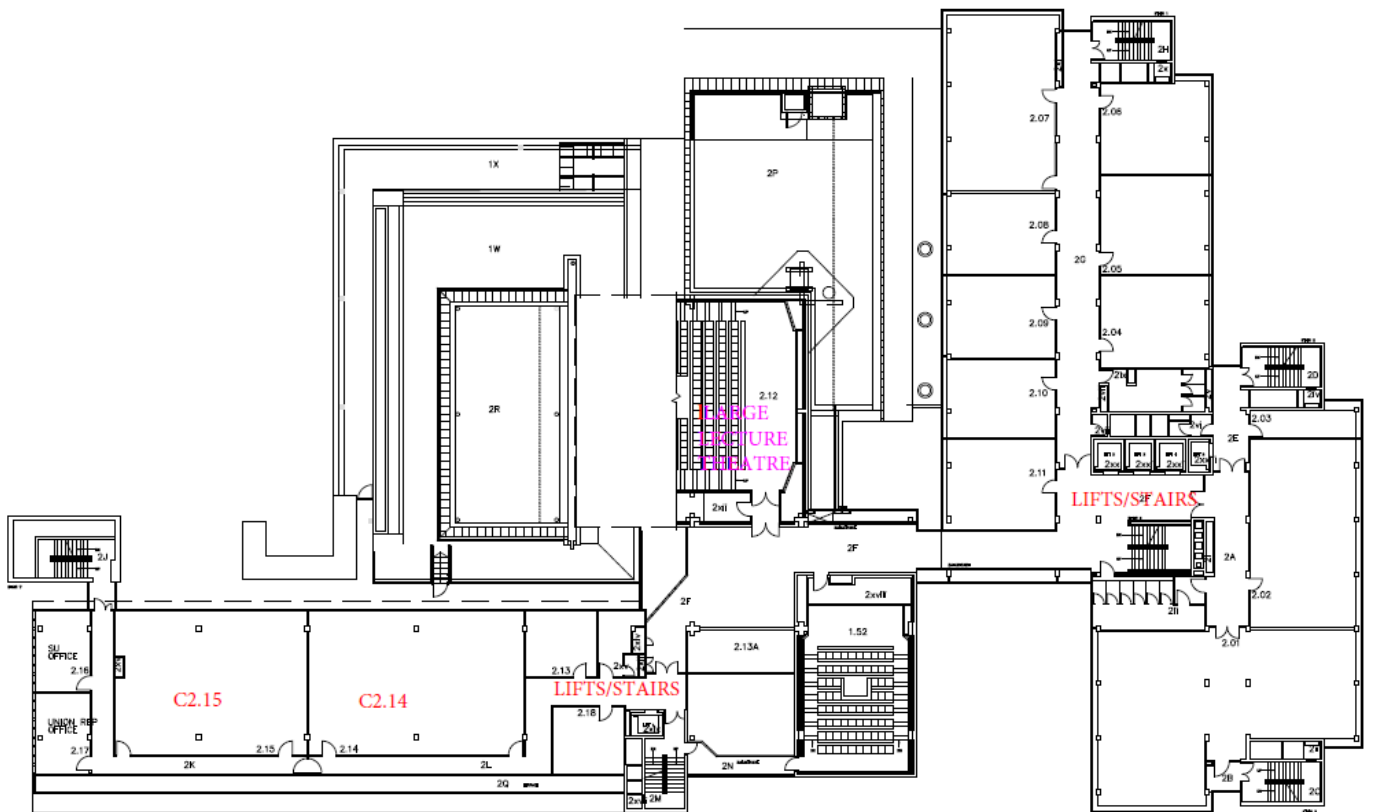
MONDAY 26 - TUESDAY 27 JUNE 2017
UNIVERSITY OF WESTMINSTER, LONDON

MAPS UNIVERSITY OF WESTMINSTER, CAVENDISH CAMPUS

1st Floor



2nd Floor



FOOD AND SOCIETY

BSA Sociology of Food Study Group Conference 2017
University of Westminster, London
Monday 26 - Tuesday 27 June 2017

Contents

Welcome	3
Information Digest	5
Outline Programme	7
Keynote Speaker - Corinna Hawkes	11
Keynote Speaker – Anthony Winson.....	12
Special Events	13
Poster Presentations	16
Paper Session 1	24
Paper Session 2	27
Pecha Kucha Session 1	29
Paper Session 3	34
Paper Session 1	38
Paper Session 2	41
Pecha Kucha Session 2	44

© 2017 BSA Publications Ltd.

BSA Publications Ltd is a subsidiary of the British Sociological Association, registered in England and in Wales. Company Number: 01245771. Registered Offices: Bailey Suite, Palatine House, Belmont Business Park, Belmont, Durham, DH1 1TW. VAT Registration Number: 416961243.

Please note that the views expressed and any advertisements are not necessarily those of the British Sociological Association (BSA) or BSA Publications Ltd. While every care is taken to provide accurate information, neither the BSA, the Trustees nor the contributors undertake any liability for any error or omission.

The abstracts in this volume are not for reproduction without the prior permission of the author. All rights reserved. This publication may not be reproduced in whole or in part without the express permission of the British Sociological Association.

ISBN: 978-0-904569-50-6

Welcome

Welcome to the Fifth BSA Food Study Group Conference, Food & Society 2017. We welcome all delegates to the conference, particularly those travelling from overseas.

Growing numbers of scholars and students with an interest in food and food-related issues have contributed not only to the emergence and expansion of sub-disciplines dedicated to the study of food – for example the sociology of food, the anthropology of food, food history, food economics, the geography of food - but also to the effervescence of an inter-disciplinary ‘food studies’. In building this body of work, researchers within and across these disciplines and sub-disciplines also contribute important knowledge to policy-makers and practitioners. However, ‘food’ may not mean the same thing to all those who study or seek to influence the practices and systems which produce, sustain and consume it. Depending on disciplinary frameworks, epistemologies and domains of practice, ‘food’ connotes different objects of study, requiring different framings and measurement. The fifth BSA Food Study Group Conference brings together researchers from many different disciplinary and epistemic fields to explore some of the key questions underpinning the vibrancy of this field of study: what do we mean by ‘food’, how do we study it and to what end? How is ‘food’ conceptualised and operationalised within particular disciplinary and methodological frameworks? How is it understood in relation to its entanglement with other materials, meanings and practices? Should we ‘study up’ or ‘study down’? What are the implications of the ways in which food is defined for contributing to knowledge, practice and informing policy?

We are delighted to have such a packed programme of high quality papers, special events, posters and two sessions of Pecha Kucha. The range of papers to be presented is a testament to the diversity of this field of research and paper stream titles include ‘food and identity’, ‘faith and food projects’, ‘health’, ‘conceptualising contemporary food challenges’, and ‘childhood and youth’.

We look forward to welcoming our two esteemed plenary speakers. On the first day of the conference **Corinna Hawkes**, Professor of Food Policy, Director, Centre for Food Policy, City, University of London, UK will be giving her lecture entitled ‘A people-centred approach to the study of food: a policy perspective’. On Tuesday morning, **Anthony Winson**, Professor of Sociology, University of Guelph, Ontario, Canada, will give his lecture entitled ‘From Wide Angle to Zoom: Critical Perspectives with the Food Lens’.

The first day of the conference will end with a special exhibit reception – the 25 Lives Exhibition, convened by **Professor Wendy Wills** - and a drinks reception in the Pavilion from 17:00-19:00– we hope you will join us for a drink. The poster prize, as voted for by delegates, will be awarded during the drinks reception.

The final conference session is a panel discussion, during which panelists will reflect on the intersection between sociology and the study of food and on future directions for the field. Panel members will discuss how we might look to push methodological and empirical boundaries in order to answer the most pressing questions facing this research area. The participants on the panel are: **Julia Brannen**, Professor of the Sociology of the Family at the Institute of Education, University of London; **Karen Throsby**, Director, Centre for Interdisciplinary Gender Studies, School of Sociology and Social Policy, University of Leeds; **Anthony Winson**, Professor of Sociology, University of Guelph, Ontario, Canada; **Harry West** (Chair), Professor of Anthropology, Department of Sociology, Philosophy and Anthropology, University of Exeter.

The AGM of the BSA Food Study Group will take place on Tuesday, 27 June 2017 in Room C1.15-16. Do join us if you would like to meet others in the group and to suggest ideas for future events.

We would like to take the opportunity to also thank our exhibitors - Bloomsbury Academic, Eurospan Group, Palgrave Macmillan and Routledge - for supporting the conference.

We very much hope you enjoy the conference.

The Food & Society 2017 conference committee:

Annie Connolly, Liza Draper, Ulla Gustafsson, Elizabeth Hull (co-opted member), Hannah Lambie-Mumford, Rebecca O'Connell and Andrea Tonner

ACKNOWLEDGEMENTS

We are very grateful for the considerable support we have received from the University of Westminster in hosting this conference.

**UNIVERSITY OF
WESTMINSTER** 

Information Digest

ANNUAL MEMBERS MEETING – AGM

The BSA Food Study Group Annual Members meeting will take place on Tuesday, 27 June 2017, during lunchtime in Room C1.15-16. All delegates are welcome.

EVENING RECEPTION

Delegates are invited to join the committee whilst enjoying a glass of wine or a soft drink at the Pavilion Terrace.

Wendy Wills will be presenting her exhibition with title '25 Lives'.

INTERNET ACCESS

Eduroam is the University of Westminster network and temporary accounts can be provided for all delegates. There will be more information at the registration desk if you need to create a temporary account.

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 157 068. Please make reference to the BSA Food Study Group Conference, as the office staff will need to know how to direct your call.

POSTER PRESENTATION & COMPETITION

Posters are available to browse throughout the conference in Room C1.15-16. Please note that on Tuesday, 27 June, posters will only be available to view during breaks as the room will be used for sessions.

The prize, a copy of the recently published translation of Jean- Pierre Poulain's *The Sociology of Food* and a copy of Peter Naccarato's *Representing Italy Through Food* will be awarded to the poster which best communicates their research aims, methods, findings and conclusions. All delegates are encouraged to cast their vote before voting closes on Monday, 26 July 2017 at 15:30. Voting slips can be found on the registration desk. Details on the posters presented are available on pages 16-22.

The winner will be announced at the drinks reception on Monday, 26 July 2017.

PROGRAMME CHANGES

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

REFRESHMENTS AND LUNCH ARRANGEMENTS

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

REGISTRATION

The conference office will be open outside the Pavilion on the First Floor from 09:00 on Monday. 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.

Outline Programme

Monday 26 June 2017	C2.12	C2.14	C2.15
09:00 onwards	Registration opens and Refreshments - The Pavilion		
09:30 - 09:45	Welcome from the BSA Food Study Group Convenors - Auditorium C2.12		
09:45 - 10:45	Keynote Speech - Auditorium C2.12 Corinna Hawkes		
Paper Session 1 10:45 - 12:15	Special Event <i>Wills et al.</i> Studying Tacit Food and Eating Practices Using Visual Research and Diary Methods	Health <i>Timotijevic, L.</i> An Alternative Framework for Food Nutrition Policy Implementation: Insights from the 'Size Acceptance' programme in Scotland <i>Savona, N.</i> Emphasising Food Choice in Public Health Policy: 'Prison' or Freedom? <i>Parsons, J.</i> The Transformative Potential of Commensality as an Aid to Social Inclusion	Conceptualising Contemporary Food Challenges <i>Garratt, E.</i> How do Conceptualisations of Food Relate to Understandings of and Potential Solutions to Food Poverty? <i>Throsby, K.</i> What is Sugar? <i>Spring, C.</i> When Food Becomes Waste Becomes Food: Dilemmas in Determining the Edible and Ethical Status of Wasted Food in a Changing Landscape of Redistribution
12:15 - 13:15	Lunch - The Pavilion Poster Presentations - Room C1.15-16		
Paper Session 2 13:15 - 14:15	Special Event <i>Adlam, J. et al</i> Offering Food ↔ Receiving Food	Methodology <i>Winter, R.</i> Autophotography: A Different Lens to Study the Meaning of Food <i>Knight, C. et al</i> Food in Contemporary Migration Experiences Between Australia and the UK: An Autoethnographic Exploration	Family meals (International Perspectives) <i>Giacoman, C.</i> The Family Meal Under the Pressure of Time <i>Jarosz, E.</i> Class and Eating: Analysis of Frequency and Duration of Family Meals in Britain

Monday 26 June 2017	C2.12	C2.14	C2.15
<p>Pecha Kucha Session 1 14:15 - 15:15</p>	<p>Methodology <i>Ranta, R.</i> Food, Nationalism and National Identity</p> <p><i>Torkkeli, K.</i> Food as a Material of Cooking Practices</p> <p><i>Newling, J.</i> Eat Your History, or, Confessions of a Food Fraud</p>	<p>Health <i>Corposanto, C.</i> Socio-cultural Drivers of Orthorexia</p> <p><i>Noonan-Gunning, S.</i> Nutritional Injustice: Mothers' Work and Child Health in Context of Obesity</p> <p><i>Chowbey, P.</i> Like You Eat Weetabix, so we Use Wheat to Make Roti: What Does Healthy Eating Mean for South Asian Women in the UK?</p> <p><i>Godin, L.</i> From Practices to Volumes, from Meaning to Nutrients: Studying Healthy and Sustainable Diets in an Interdisciplinary Context</p>	<p>Childhood and Youth <i>Waling, M.</i> Unaccompanied Children and their Teachers' Views on Swedish School Lunch</p> <p><i>Janhonen, K.</i> The Roles of Humour and Laughter in Youth Focus Groups on School Food</p> <p><i>Bhatia, A.</i> Social Constructions of 'Youth' in Fast Food Eating Out Culture in India</p> <p><i>Persson Osowski, C.</i> The Construction of Religiously Sanctioned School Meals in Social Media in Sweden</p>
15:15 - 15:30	Refreshments - The Pavilion		
<p>Paper Session 3 15:30 - 17:00</p>	<p>Methodology <i>Boni, Z.</i> Food as a Tool in Ethnographic Research</p> <p><i>Wilson, M.</i> Reframing Nutrition Transition: Photo Elicitation as a Tool for Understanding Changing Food Consumption Patterns in Trinidad and Tobago</p>	<p>Health <i>Featherstone, K.</i> 'Feeding' and Food Consumption: The Role of Food and Mealtimes in the Recognition of People With Dementia in Acute Wards</p> <p><i>Kristensen, S.T.</i> Chronical illness and the issue of context in dietary counselling</p> <p><i>Todd, V.</i> Food and Mood: A Symbiotic Relationship</p>	<p>Childhood and Youth <i>Knight, A.</i> Private Spaces and Hiding Places: Secrecy and Concealment in the Experiences of Children and Young People Living in Food Poverty in the UK</p> <p><i>Albon, D.</i> Treats, Transgressions and Transformations: Navigating Understandings of Sweet-Eating in Six Families</p>
17:00 - 19:00	SPECIAL EVENT – '25 LIVES' EXHIBITION & DRINKS RECEPTION The Pavilion		

Tuesday 27 June 2017	C2.12	C2.14	C2.15	C1.15-16
09:30 - 10:30	Keynote Speech - Auditorium C2.12 Anthony Winson			
Paper Session 1 10:30 - 11:30	Special Event <i>Lambie-Mumford, H.</i> The Food Charity Lens	Methodology <i>Paddock, J.</i> Revisiting 'Eating Out' - Exploring 20 Years of Change in the Practice Across Three English Cities <i>Brannen, J.</i> Food as a Methodological Route to or Ploy for Understanding Family Dynamics	Food and Identity <i>Tuomainen, H.</i> Studying Food Habits of Migrants: Embracing Complexity with the Eating System Framework <i>Megyesi, B.</i> Local Food, Local Identity, Local Image and Rural Tourism in Hungary	Community Food Projects <i>Swan, E.</i> 'We would have no wars if there were more Welcome Dinners': Food Hospitality Activism in Sydney <i>Humphrey, I.</i> Community Supported Agriculture in the UK: Food as an Agent of Change
11:30 - 12:00	Refreshments - The Pavilion			
Paper Session 2 12:00 - 13:00	Faith and Food Projects <i>Power, M.</i> 'Bringing Heaven Down to Earth': the Purpose and Place of Religion in UK Food Aid <i>Skinner, J.</i> Community, Communal Eating, and Religious Identity in a 'Dinner Church'	Production and food justice <i>Obi, A.</i> Scramble for Land: Fostering the Allies of Food Production Systems <i>Azoh, J.</i> Food Justice, Labour and Livelihoods Amid a Forgotten War: From Meaning to Reality in Yemen	Consumption, Perceptions and Production <i>Draper, A.</i> 'I wouldn't delve into it too much': Public Concerns (or not) About the Contemporary UK Food System <i>Wheeler, K. M.</i> From Scratch (Ignore the Itch): Moral Economies of Ready-Made Food in the UK	/
13:00 - 13:45	Lunch Food Study Group Annual Members Meeting - Room C1.15-16			

Tuesday 27 June 2017	C2.12	C2.14	C2.15	C1.15-16
<p>Pecha Kucha Session 2 13:45 - 14:45</p>	<p>Communities</p> <p><i>Tonner, A.</i> 'We need to survive': Integrating Social Enterprises Within Community Food Initiatives</p> <p><i>Halligan, J.</i> 'I don't really like this, but it's all there is'. Welfare Reform, Low-Income and Food Insecurity</p> <p><i>McDowell, J.</i> Community-led Research Into Food Security and Insecurity: Reflecting on how who Does the Research Affects how it is Framed, the Process, Findings and Impact</p> <p><i>Lopes Filho, M. A.</i> Food Systems as a Driver of Inequalities: A Comparative Study of the Brazilian Cooperation in Haiti and Mozambique</p>	<p>Boundaries of Eating Practice</p> <p><i>Mäkelä, J.</i> Purity of Food and Boundaries of Edibility</p> <p><i>Fletcher, I.</i> Eating Less Meat to 'Save the Planet'? Studying the Development of Sustainable Eating Advice</p> <p><i>Niva, M.</i> The Making of an Emerging Practice of Insect Eating</p> <p><i>Jallinoja, P.</i> Converts, Innovators and Long-Time Vegans - Analysis of the Vegan Movement in the 2010s</p>	<p>Culinary Labour</p> <p><i>Etoria, V.</i> 'I feel like this apron makes me invisible' - Investigating Precarious Lives and Restaurant Work</p> <p><i>Farrell, M.</i> Women Chefs and Domestic Cooks: How Can we Understand their Relationship to the Culinary in Two Distinct Spheres, the Public and Private?</p> <p><i>O'Neill, R.</i> 'Get the Glow': Female Entrepreneurship and Digital Food Cultures</p> <p><i>Dennis, K.</i> Ritual, Secrecy, and Performativity in Biodynamic Winemaking</p>	<p>Making Food Cultures</p> <p><i>Hung, M-T.</i> The Original Taste of Real Food: The Discursive Formation of Taiwan's Food Education</p> <p><i>Tamari, T.</i> Milk Politics: Contaminated Milk and Risk Politics in Postwar Japan</p>
14:45 - 15:00	Refreshments - The Pavilion			
15:00 - 15:50	Closing Panel Session			

KEYNOTE SPEAKER

Professor Corinna Hawkes

University of London

Monday 26 June 2017 09:45 - 10:45

AUDITORIUM C2.12

A people-centred approach to the study of food. A policy perspective

Many different disciplines study food, from sociologists to agricultural scientists, epidemiologists to geographers. Each one studies its own domain. Policymakers are apt to take more note of evidence from some disciplines relative to others, thus only receiving a partial view. A key question is how we can take an inter-disciplinary approach to provide a more holistic perspective on which to base policy. Coming from this perspective, I will propose a basic framework for the study of food, an approach that links evidence of the lived experience of food with the broader food system.



KEYNOTE SPEAKER

Professor Anthony Winson

Department of Sociology and Anthropology
University of Guelph

Tuesday 27 June 2017, 09:30 - 10:30
AUDITORIUM C2.12

From Zoom to Wide Angle: Critical Perspectives with the Food Lens

As the interdisciplinary study of food comes into its own, so too have a variety of perspectives emerged to map out this area of inquiry. In this talk I consider how the “food lens” can be a vital tool for the exploration and explication of wider societal processes which I take as a central task of the social sciences. I utilize my own research and that of others, in disparate contexts, to illustrate the utility of the food lens for furthering this objective of exploration and explication. I begin my journey with coffee as the starting point for understanding the troubling dilemmas that have plagued Central America in recent history. Apples, potatoes, peas and tomatoes are the backdrop for examining the changing configurations of power between farmers and processors in disparate regions of Canada. Highly processed and nutrient poor *pseudo* “food” products form the central motif for a deeper understanding forces behind societal wide changes in body composition and the adverse health outcomes they entail in the developed world, and now the global South. Finally, radioactive breadfruit and seafood are essential elements for understanding dramatic and devastating dietary transformations that undermined the health and imperil the future of Pacific Islanders in the context of the Cold War and its aftermath. The study of food can provide the window for investigating the most pressing issues around power and inequality in society. Fortunately, it also offers inspiring examples of a better and saner future.



SPECIAL EVENTS

MONDAY 26 JUNE 2017

AUDITORIUM C2.12, 10:45 - 12:15

Studying Tacit Food and Eating Practices Using Visual Research and Diary Methods

Wills, Wendy, Dickinson, Angela, Lukk, Dawn, McClinchy, Jane, Phull, Surinder
(University of Hertfordshire)

Research that aims to investigate tacit and mundane practices such as those relating to food and eating is increasingly making use of 'non-traditional' social scientific research methods. Visual research and diary methods offer an opportunity to acknowledge and explore the sensory and material elements of everyday food lives whilst also offering participants flexibility and time for reflection, features that are usually absent when using standalone methods such as interviews.

This symposium will draw from three ongoing PhD studies to highlight the strengths and challenges of using visual research and diary methods. The first study is investigating conviviality and family meals across two countries (UK and Spain) using visual research methods with parents and children (Phull). The second study aims to capture the food stories of first-generation Middle Eastern women who have migrated to the UK and is using visual research and illustrative journals and timelines (Lukk). The third study makes extensive use of diaries and the diary/interview method to explore the use of nutrition information by people with type 2 diabetes (McClinchy).

The symposium will begin by highlighting why visual research methods, particularly photo-elicitation and video observation, and diaries or journals can be useful at getting participants to elaborate and articulate on their routine food practices. These points will then be illustrated through presentation of each PhD study including the methodological, practical and ethical challenges that visual research and diary methods can elicit when studying food and eating practices. Such challenges include sensitivities around photographing Muslim women and religious festivals; reluctance to allow an 'outsider' to observe familial gatherings and informal meals or to allow children to participate; and practical issues around timely meetings with participants when diary data collection ends. The studies also illustrate the challenges involved in analysing visual and diary data, including issues around 'translation' and the loss of data richness with transcription and use of software such as NIVIVO.

Wills and Dickinson will chair and facilitate the symposium and introduce the three PhD papers that will be presented by Phull, Lukk and McClinchy.

AUDITORIUM C2.12, 13:15 - 14:15

Offering Food ↔ Receiving Food – A Symposium

Adlam, John, Turner, Kati, Parsons, Julie, Goodall, Joy, Ali G, Plumb, Caroline, Nott, Sadie

'Have some wine,' the March Hare said in an encouraging tone.

Alice looked all round the table, but there was nothing on it but tea. 'I don't see any wine,' she remarked.

'There isn't any,' said the March Hare.

'Then it wasn't very civil of you to offer it,' said Alice angrily.

'It wasn't very civil of you to sit down without being invited,' said the March Hare.

"A gulf stands between giving and receiving; and the smallest gulf must be bridged at last".

Friedrich Nietzsche, from *Thus Spoke Zarathustra*

Feeding and eating are group behaviours. The solitary adult dining alone may still be understood as having a 'family meal' in her mind: a communal table outside of which she sits. In the social context of eating and food practices, all of us at different times and in different places have been both offerers (or withholders) and receivers (or refusers) of food.

This symposium takes a psycho-social approach to potentially fraught encounters between offerers and receivers of food: encounters in which the offerer may seek to assume and to define the nature of 'food', while the voice and values of the intended receiver may be dis-regarded. We emphasise both the activity or practice of offering food and

Special Events

the activity or practice of receiving food in ways that both trouble the offerer and potentially problematise the nature of the offer.

The symposium contributors have been working alongside each other in an interdisciplinary virtual writing group and community of learning, combining voices of lived experience with clinical and academic perspectives. The symposium will present poetry, voices, creative writing and commentary to offer a phenomenology of what emerges when practices of both offering and receiving, in reciprocal relationships within both familial and societal contexts, go awry. The work presented in this Symposium are all to be featured as part of a Special Edition of the Journal for Psycho-Social Studies which is due to be published online in the summer of 2017.

Ali G (expert by lived experience) - 'Snapshot'; 'Why believe their darkness?' (poems)

Joy Goodall (expert by lived experience) - 'Starved of power'

Sadie Nott (writer) - 'Dandelion'

Julie Parsons (Plymouth University) - "'I do remember being hungry" - Ophelia's i-poem'

Caroline Plumb (Springfield Hospital) - 'Working with(in) austerity'

Chaired by John Adlam (Independent Researcher) and Kati Turner (Survivor Researcher)

Four speakers will present for 8 minutes each and there will also be two poems read. There will then be twenty minutes of discussion in the round.

EXHIBITION THE PAVILION, 17:00 - 19:00

Twenty-Five: Lives Seen Through food. An Exhibition

Wills, Wendy, Dickinson, Angela
(University of Hertfordshire)

A picture paints a thousand words. But what can the pictures we capture using visual research methods and then 'choose' to display in an exhibition add to the stories of lives being lived. Can they expose our participants' vulnerabilities, which was the focus of our ESRC/Food Standard Agency funded study of older people's perceptions of strengths and vulnerabilities in the UK food system.

When we were writing a grant proposal and decided that a public exhibition of the images from the study would be a good way to engage a wider audience with our findings, we had very little idea of how we would achieve this.

Staging an exhibition (visited by 2000+ people to date) has presented us with a series of challenges: selecting images from over 1,000 collected as part of the study; editing video footage down to just a few minutes; deciding whether to add words/explanations or allow the viewer to interpret the content. We worked with a photographic artist to decide on practical, aesthetic and technical issues related to staging an exhibition and this too was a challenge and 'new' to us (and the artist).

In bringing the exhibition to the conference, we would like delegates to join us and peer into the kitchens of our participants, join them on a shopping trip, and wander through their allotment. However, in line with the purpose of the conference, "what is food and how should we study it?" and the current UK research impact agenda, we would also like you to travel with us through the images, challenge us, and help us to critically evaluate whether we have achieved our aims to engage different publics with the research. Can displaying research findings in this way really 'enrich our conversations about food and transcend boundaries'?

TUESDAY 27 JUNE 2017

AUDITORIUM C2.12, 10:30 - 11:30

The Food Charity Lens

Lambie-Mumford, Hannah, Arcuri, Sabrina, Loopstra, Rachel
(University of Sheffield)

The recent rise of food banks in the UK and across Europe has attracted the attention of many researchers, practitioners and policy makers. As the body of knowledge in this area grows, now is a particularly important moment

at which to ask why we need to study these initiatives and to explore the potential of what they can tell us about the health of our societies and food systems. This international symposium brings together three papers that demonstrate how food charity can be used as a lens to examine different dimensions of the problem of household food insecurity and the ability of our state and food system to address this problem. In particular, the papers discuss what food charity can tell us about who experiences food insecurity and the nature of the experience, changing practices of social care and protection, and the wider sustainability of the food system.

Using data from a representative survey of people receiving food assistance, Rachel Loopstra's paper describes who is using food banks, but also critically evaluates who may not be and why. Potential drivers of food bank usage in the context of a wider problem of household food insecurity and changing welfare state are identified and the characterisation of 'emergency food crisis' challenged.

Hannah Lambie-Mumford's paper discusses what food initiatives can tell us about the changing nature of care in European welfare states. It looks particularly at the relationship between austerity, welfare reform and the rise of food charity in the UK, Spain and Germany and explores the extent to which what we are seeing is a systematic privatisation and localisation of care for those in food insecurity.

Sabrina Arcuri's paper deals with the possible contradictions emerging from narratives and practices of "win-win" solutions for food waste and food insecurity. Although acknowledging that food waste is a major issue in rich societies, and that diverting surplus food to charities feeding people in need is the best alternative use for otherwise wasted food, the paper discusses the contradictions likely to emerge from the fact that surplus food is, at the same time, something to be reduced and the main resource that charitable organisations rely on.

CLOSING PANEL SESSION **AUDITORIUM C2.12, 15:00 - 15:50**

To close the conference, this panel will reflect on the intersection between sociology and the study of food and on future directions for the field. Panel members will discuss how we might look to push methodological and empirical boundaries in order to answer the most pressing questions facing this research area.

Participants:

Julia Brannen, Professor of the Sociology of the Family at the Institute of Education, University of London

Karen Throsby, Director, Centre for Interdisciplinary Gender Studies, School of Sociology and Social Policy, University of Leeds

Tony Winson, Professor of Sociology, University of Guelph, Ontario, Canada

Harry West (Chair), Professor of Anthropology, Department of Sociology, Philosophy and Anthropology, University of Exeter

Monday 26 June 2017, 12:15 - 13:15

POSTER PRESENTATIONS

Posters will be displayed Room C1.15-16, for the duration of the conference. Presenters will be available during the scheduled timeslot on Monday, 26 June from 12:15 -13:15 to discuss their work. Additional times may be indicated on individual posters.

The prize, a copy of the recently published translation of Jean- Pierre Poulain's *The Sociology of Food* and a copy of Peter Naccarato's *Representing Italy Through Food* will be awarded to the poster which best communicates their research aims, methods, findings and conclusions. All delegates are encouraged to cast their vote before voting closes on Monday, 26 July 2017 at 15:30. Voting slips can be found on the registration desk.

We would like to thank Bloomsbury Publishing for kindly providing the prize.



POSTER 1

Food, Class and Child Obesity

Noonan-Gunning, Sharon
(City, University of London)

UK obesity trends in children include a widening social gradient. The context of neoliberal capitalism includes the denial of class and its replacement with non-political descriptors. Against this backdrop, this paper draws on PhD that explored disconnect between food-related obesity policy and parents of children with obesity. Critical theory and Marxism were drawn upon. Policy actors were interviewed: policymakers and implementers and predominantly working class mothers.

Class issues were interwoven throughout. They permeate consumption processes: where food is bought, how it is paid for, what and how it is eaten, food as pleasure or necessity, food choice and no choice without sacrifice, and who feeds children. The 'nanny' emerged as metaphor for the lack of time and money, and stress faced by working class mothers.

Symbolic violence and oppression were relayed through foodscapes of deprived communities that contributed to keeping working class fixed in place. Misrecognition was challenged. There is anger at discrimination through lack of access to affordable foods of good nutritional quality. Organic foods were desired and transformation of foodscapes to promote health. Foodscapes had a debilitating effect on the sense of wellbeing. There was awareness of exploitation by the food industry. Food choices were mediated by working hours and fast food outlets were 'making a killing'. The foodscapes of affluent areas were described as 'not life threatening'. Further psychosocial effect included devaluing of their children's lives whereby profit was placed before child health.

Class based assumptions linking low food literacy with obesity were voiced and contended in this study. Biographies illustrated multifactorial causation. Layered stigmatisations emerged including within communities and families.

Amid clear class differences and social divisions that unfolded through consumption, a working-class mother articulated the differences are not essential. For her, middle-class material reality is also precarious and can shift 'down' into the working class.

POSTER 2

School Food: Using a Psychological Approach to the Study of Children's Peer Relations to Enhance Understanding of the School Mealtime Social Experience

MacIntyre, Helen
(UCL Institute of Education)

In this research school food is a conduit for children's informal conversational interaction with one another. In the last decade, several studies have explored the organisation of primary school mealtimes (Pike, 2008; Daniel &

Gustafsson, 2010; Hart, 2016) and highlighted the importance to many children of the daily social space which is created when children eat their lunches together. These authors have noted that there is often a tension between children's social priorities and the adult objective – at school and policy level - of organising the healthy eating of a large number of children in a short amount of time. But while these studies emphasise the mealtime context and discuss implications for children's social experience, my doctoral work focuses on the nature of children's eating time social experience itself.

Working with Year 5 children, one aim of my research is to make a detailed description of this conversational social experience using quantitative systematic observations, qualitative analysis of video footage and interviews. This work bears some similarity to the very few ethnographic studies of children's school lunchtimes in the US (e.g. Eder, Evans & Parker, 1995). However, I am combining my in-depth study of conversational interactions with quantitative measures of friendship and of wider peer relationships used by psychologists. By mixing these methods I hope to provide further insight into whether and how social aspects of school eating times are important for peer relationships, social development and liking for school. As such the study will make a contribution to debates about the increasing constraints on children's free time and their opportunity to socialise freely with one another.

POSTER 3

Exploring Gender and Class in Cooking Practices

Bittner, Melanie

(University of Freiburg)

My sociological dissertation follows a qualitative approach to analyse cooking practices in private households in Germany and to learn more about their meanings. Focussing on gender, class and their intersections my research interest are the construction of identities, social norms and distinction. The data consists of group discussions, which are interpreted with the documentary method developed by Karl Manheim. The researcher wants to depict the *modus operandi*, the tacit knowledge that documents itself in the group discussion. They look behind the surface of opinions, topics and examples to identify orientation frames / orientation patterns, that document themselves homologous during the whole conversation. 'It is the change from the question what social reality is in the perspective of the actors, to the question how this reality is produced or accomplished in these actors' everyday practice.' (Bohnsack, 2010). This approach is especially helpful for two reasons: First, discussion of real life groups who share conjunctive spaces of experience can go beyond individual relationships with food and cooking. And second, because it helps finding a way around judgements and moralisations often dominant in feeling, thinking and speaking about food and cooking.

The poster will describe the theoretical frame, research question and design. It will give an overview of the different groups that participated and show first results in common and different orientation frames like communality and body/health that can be depicted within focussing metaphors. To touch the conference call's specific questions, the poster will include an overview of the terms that participants use to describe different modes of preparing food – not all of which fulfill their criteria to even be called cooking – and outline the distinctions along different lines.

POSTER 4

A Realist Evaluation of Cooking Skills Courses in Scotland

Newstead, Kim, McDowel, Jacqui

(NHS Health Scotland)

Introduction and objectives

A realist evaluation aims to find out 'what works, for whom, why and in what context' by focusing on and explaining the relationship between the context in which an intervention (a cooking course) is applied and the mechanisms it triggers (how participants respond) and the outcomes which are produced.

The aim of this evaluation is to find out: What contexts and mechanisms within community cooking courses help achieve or improve the outcomes for low-income participants? The evaluation also involves building the self-evaluation skills of eight partner organisations responsible for delivering the cooking courses that will be evaluated.

Methods

The evaluation is being completed in two stages: a realist review of grey literature (course self-evaluation materials and lesson plans) was completed in 2015. This concluded that cooking courses seem to successfully attract people who are managing on a low-income or /and who are vulnerable, and programme activities are informed by evidence-based theories on behaviour change (e.g. theories on tailoring, targeting or 'relevance'). However, as the grey literature was not robust, conclusions about the impact of cooking courses could not be made.

The second stage builds on the review by gathering more robust evidence from 32 cooking courses, measuring against a collective set of outcomes and indicators. It also aims to refine theories on specific programme activities or strategies and the mechanisms that trigger outcomes (or not).

Monday 26 June 2017, 12:15 - 13:15

POSTER PRESENTATIONS

Self-evaluation data is being analysed by Kim Newstead, with 10% checked by Jacqui McDowell for consistency. Staff from the partner organisations will contribute to refining theories.

Results and conclusions

The realist evaluation is ongoing. Initial analysis shows strategies that aim to ensure 'relevance' by tailoring programme activities and messages to individual participants may be more important for some participants than others.

POSTER 5

Children's Lived Experiences of Food Insecurity: 'I worry every day'

Connolly, Annie
(University of Leeds)

Child food insecurity can be conceptualised in two ways: at a household and an individual level. Children living in a food insecure household may be exposed to the direct health risks that accompany a potentially reduced quality or quantity of food (Wight et al., 2010), or the impact of the maternal stress, anxiety and low self-esteem that is associated with household food insecurity (Laraia et al., 2006). However, intra-household experiences of food insecurity, i.e. the experiences of the different members of the household, can vary greatly (Bernal et al., 2012; Fram et al., 2013), and thus child food insecurity can and should also be conceptualised on an individual level.

In order to understand how children experience food insecurity on an individual level we must talk directly to children themselves, rather than relying on adult proxy, as discrepancies have been found between parent-reported child food insecurity and child-reported child food insecurity (Fram et al., 2011; Fram et al., 2013; Nalty et al., 2013).

In this paper I will present the early findings of my research with children aged 9 – 11 years old in a very deprived area of a city in the North of England. I conducted 33 one-to-one semi-structured interviews to explore children's lived experiences of food poverty. Parents, as has been found elsewhere (Connell et al., 2005; Nord, 2013; McIntyre et al., 2003), try to shield children from the impacts of (food) poverty but children still experience very high levels of stress and anxiety.

POSTER 6

What's on Your Plate? Identity Negotiation and Construction in Newly Formed Couples Through Food Consumption Practices

Khanijou, Ratna
(Royal Holloway University of London)

The study adopts an ethnographic methods approach to understand how newly formed couples negotiate their individual and collective identities through their everyday meal consumption practices. Taking an approach from 'identity as a self-project' (Giddens, 1991), the study analyzes how collective identity project is formed through the lens of new couple relationships. However, in contrast to previous studies in this theme of research that have focused mainly on the individual as the agent of consumption (Bugge & Almas, 2006; Valentine, 1999), this study analyzes 'practice' as the unit of analysis, and how engagement with the 'praxis' can allow different levels identities to 'emerge' (Bottero, 2015; Epp & Price, 2008). It adopts the understanding that identity is not simply a construct that reside in the minds of individuals but can be negotiated and 'emerged' through the 'doings' in the normalcy of everyday life, such as the ordinary practice of consuming an everyday meal (Epp & Price, 2008). The study focuses on the 'practice of the evening meal' as a holistic set of practices involving 'acquisition, appropriation, appreciation and disposal' adopted from Cappellini et al (2016), and analyzes how negotiation of these mundane everyday practices can reveal an understanding into identity negotiation and re-construction. In doing so, various perspectives of both actors involved in the practice can be analyzed to understand how their different levels of identities are co-negotiated in action. The research is a work-in-progress with preliminary data collection starting during the time of the abstract submission. Data collection involves a 9-month participant observation, informal interviews and photo-elicited methods on newly cohabited couples residing in London. Preliminary data analysis and results from the field work will be presented at the time of the conference.

POSTER 7

Eating Food Art and Material Meaning

Thomson, David
(SOAS, University of London)

What is the meaning of eating, and how can art be used to help us answer this question? I have chosen nine prints which show how the process of eating affects our bodies – long after the food that we bite, chew and swallow has passed into and through our mouths.

Pursuing an anthropology of the alimentary canal, this exhibition looks at how art history frames the edible object, as a means to reconsider social understandings of eating. Instead of analysing eating as a symbol of identity, I use images to demonstrate the surprising and uncertain impact of food upon our embodied selves. I show that eating is a process that produces life, human relations and meaning even as we eat towards our individual bodily dissolution.

POSTER 8

Failing Breakfast: The Normative Power of Food Practices

Pirani, Daniela

(Royal Holloway University of London)

This paper observes how families negotiate the normative power of food, accommodating the contradictions that arise between ideal advertising models and everyday practices. Drawing from an empirical research on how families experience everyday breakfast, the data here presented were collected interviewing 35 Italian participants, sampled between heterosexual and LGBT families. Consumers' interpretations of a common topos in advertising, the family having breakfast together, casts a light on the power discourses engendered in the context of early morning domesticity. This study reveals how, in participants' accounts, the family that eats together still holds a strong symbolic value in doing, displaying and staging family. Food is here understood as a normative set of practices functional in regulating familial routines through the ritual of meal consumption. However, families recurrently fail to reproduce this ritual. Interviews reveal that breakfast is experienced as a liminal meal: families can fail to eat breakfast together without undermining the value of shared meals and family unity. Aware of intertextual references, consumers dismiss normative advertising images -especially in terms of gender representation- without dismissing the related food practices. Unlike lunch and dinner, in fact, families struggle to gather around the table given time restriction, individual habits and conflicting schedules. Nevertheless, the importance of having breakfast resists in family narratives, while the failure of doing so is rarely addressed if not concealed. This insight offers a potential theoretical contribution addressing how food practices can be strategically invested or disinvested of symbolic meanings according to family needs, preventing deviance from an ideal model to be experienced as a failure in doing family.

POSTER 9

The Teenage Consumer: Of Category-Based Rights and Politics of Regulating Mediated Consumption- A Case-Study in Adolescents' Accounts of Consuming Food and Identity

Elahifar, Kobra

(University of Calgary)

This paper aims to overview the discursive politics surrounding the marketing of food and beverage to adolescents as a case study that enables the researcher to recast the category of teenage consumer in communication and media policy research. It argues that market assumptions about the status of the teenage consumer preconceive adolescents' critical cognitive development as a basis for their right as consumers, and by doing so masks their political status as citizens with basic rights to health, food and freedom from economic exploitation. The paper situates this argument through the lens of massive changes occurring in the sphere of global economy, with marketing as the engine core to its growth and prosperity, where little government regulation of businesses is not only favorable, but more so touted as essential to wealth accumulation. It counters the halo around such arguments against a backdrop of raising rates of non-communicable diseases considering the substantial work of international organizations that pair food policies with economic policies, arguing for reshaping macro systems for the manifestation of structural changes in population's consumption patterns. The paper argues that communication and media policy, including measures to reform food marketing, should be advanced parallel to such advancements in food and economic policies. By the merit of the earlier discussion on the dialectics of rights and adolescents' discursive positioning therein, the paper concludes that prioritizing adolescents' health, along with that of children's, is a first step to bring basic structural changes to citizens' consumer-ship status in the future.

POSTER 10

An Exploration of Hypertensive Patients and Doctors Views about Hypertension and Lifestyle Recommendations in Urban areas of Pakistan

Qurrat-ul-Ain, Wills, Wendy, Dickinsion, Angela

(University of Hertfordshire)

Monday 26 June 2017, 12:15 - 13:15

POSTER PRESENTATIONS

Hypertension (HTN) is a chronic disease that has become a growing public health problem in Pakistan. An integral element in controlling HTN is non-pharmacological treatment, which includes: physical activity, smoking cessation, eating a balanced diet, low alcohol consumption and low salt intake. However, multiple factors, cultural values and beliefs interact and make a healthy lifestyle very challenging. The aim of the study is to explore the views of hypertensive patients and doctors regarding lifestyle recommendations in urban areas of Pakistan. A qualitative exploratory study is being designed to explore participant's views in two public hospitals of Pakistan. Thirty semi-structured interviews with hypertensive patients and thirty with doctors were conducted in two hospitals along two focus group discussions with junior and senior doctors. Analysis reveals that patients had little knowledge regarding lifestyle changes and benefits. None of the patients was fully aware of the role of lifestyle recommendations in HTN treatment. Patients tend to eat oily and fast food due to easy availability and lack of nutritional advice from the doctor's side. Consumption of desi ghee and use of salt in tea is a common cultural practice. Depending on family members for food preparation and lack of self-control distracted the elderly patients to give full attention to a healthy diet plan. Patients own beliefs about disease, duration of disease and lack of doctor interest have an independent effect on patient compliance with recommended lifestyle. Doctor's related barriers in the dissemination of lifestyle advice were a lack of time, patient burden, and fewer resources and under treatment of HTN by local quacks and Hakeem. Doctors should emphasis providing information about the importance of lifestyle changes in hypertensive patients and explain the improved outcomes. Patient education should include specific details on how to modify the diet ideally tailored to the patient's personal situation.

POSTER 11

Suffering for Satiety, Binded by Abundance? A Self-Managed Diet, Between Chronic Illness and Biographical Redefinition

Bimbi, Franca
(University of Padua)

The control of a chronic disease, when requiring a severe diet modification, entails daily responsibility for an 'illness work' that involves body and emotions.

The article presents the A.'s account about her auto-ethnographic path together with a group of six women, all with type 2 diabetes and currently not under insulin therapy.

This group of women, suffering from 'unhealthy satiety', are surrounded by abundance of food. They are engaged in the self-management of their own diets and also develop personal interpretations of the Mediterranean Diet.

The group shares experiences, memories and intergenerational expertise, recognizing in their biographies traces of the 'cultural transplantation' which reverberate from the poor cuisines of the past to today's medical prescriptions and eating styles, redefining practices, taste and cultures.

Ethnography, and auto-ethnography, highlight the reconstructions of biographical illusion of healthy life in which strategies for an appropriate eating and a tailored diet are confronted with risks and discontinuities produced by the chronic illness.

POSTER 12

Food Fears and Food Avoidances as Conceptual Frame for Food Supply and Consumption Research. With Polish Examples

Kopczynska, Ewa
(Jagiellonian University)

Negative rules and habits determine consumption patterns and map out daily diets as much as positive ones. Food fears and food avoidances, conceptualized as an essential element of food cultures, indicate what shouldn't be eaten, trusted, chosen etc. They are more than just a reverse picture of positive preferences.

The concept of food fears (A. Blay-Palmer), food anxieties (P. Jackson), threats, taboos etc. can provide an useful theoretical and methodological frame, when defined within wide perspective. It can be seen not only as a reflection of demarcation processes (e.g. us-them, present-past, healthy-unhealthy), but also as deeply meaningful cognitive structures (M. Douglas). Food fears are intertwined with social structures and collective representations. They refer to models of social relations, family patterns and emotions (D. Miller). They shape households economies and they are based on particular economic practices. They are rooted in diachronic narrations: in individual histories as well as in collective memory. They become relevant in the context of biographies, they are experience-based and they are resonant with politics.

I will refer to two examples of how food fears concept can be applied in qualitative food patterns analysis. The clients of open-air food markets in Poland define their food choices with the positive category of naturalness. However, the more in-depth look unveil mostly the avoidance practices and focusing on definitions of what is unnatural, abnormal, disturbing. The second example is press discourse analysis which pictures the dynamics of food fears framing

processes. The implementation of school meals reform in Poland invoked the narratives of threatening of economic and political rights, individuals' autonomy, family values, but also awakened some national myths and collective memories. Within few months the discourse changed from hegemony of positive healthist values to narrative of resistance and opposition.

POSTER 13

Healthy Eating as Conceptualized in Referral Responses to Swedish Updated Dietary Guidelines is Excluding the Complexity of Everyday Life

Bergman, Karoli, Elmståhl, Helena, Persson Osowski, Christine
(Department of Food Nutrition and Dietetics)

National Dietary Guidelines have been published in many countries to support healthier food habits among the public. In Sweden, the guidelines are produced in a process involving experts and stakeholders under the responsibility of the National Food Agency. Stakeholder perspectives on the concept of state dietary advice was explored in this study, by analyzing 40 referral responses on updated guidelines in Sweden 2015. The study focused on ideas about how state dietary advice should be framed and what it should be based on. Thematic analysis was used and resulted in two main themes. 'Securing scientifically proven advice' represented a perspective of the guidelines as to be scientifically correct and verified, and built upon an underlying assumption to present an objective and optimal composition of foods and nutrients that will fit all. Arguments based on nutritional reductionism could be seen, which gave a delimited idea of what healthy food is. 'Getting the message across' represented a perspective of the guidelines to be easily understood by and inclusive to the end user. Clarity in advice was seen to be reached by explaining difficult words, defining amounts and exact mechanisms of why something is a good choice. Also this perspective added to excluding other values of food, especially qualitative ones. The construction of a healthy diet in these remittance responses builds upon a notion of an ideal diet composed on the basis of the best scientific proof and clearly presented so as to be easily understood and practiced. It was clearly based on an individualistic behavioral view making the individual responsible to make informed and good choices for a healthy diet. This approach may be questioned, as it is too simplified to include the complex reality of everyday life.

POSTER 14

Disentangling Prescriptions from Practices: The Case of Healthy and Sustainable Food Consumption in Switzerland

Godin, Laurence, Sahakian, Marlyne
(University of Lausanne)

Cultural norms, social representations, skills, routines, habits, and material settings, among other elements, have all been recognized as central to food consumption practices (Warde 2013; Halkier 2009). These practices take place in a social environment characterized by an ever-growing diversity of discourses about what and how to eat, involving what we termed food 'prescriptions' (Plessz et al. 2016). As part of an ongoing national Swiss research project on 'healthy and sustainable diets' (SNSF, NRP69), we explore the relationship between prescriptions and practices in the establishment of eating habits and routines, understanding prescriptions as discourses guiding what consumers should or ought to do when it comes to healthy and sustainable diets. To gain knowledge of prescriptions and practices, we adopted a mixed-methods approach involving in-depth consumer interviews, consumer focus groups, participant observation in provisioning settings, interviews with 'experts' involved in healthy and sustainable food promotion, media and trend analysis, as well as participant observation in sustainable food-related events.

Working within a social practice theory framework, we aim to uncover how prescriptions emerge, are established, and are transformed, as well as how they are understood, incorporated, and manipulated by consumers in relation to everyday practices. This approach emphasizes how everyday life is highly routinized, as food provisioning and consumption overlap with other elements of a practice, such as the world of work or caring for a child. In this paper, we explore the entanglement of prescriptions with the variety of elements coming into play in the establishment of food habits. By doing so, we draw attention to the blurry line between food practices and the other dimensions of everyday life, and illustrate how 'food studies' entail grappling with material, moral, and social dimensions all at once.

POSTER 15

The Constitution of a Solidary Kitchen, the Use of Post-Harvest Losses and the Food Safety: Advances and Challenges in the Confrontation of Social Vulnerability

Cardoso, Ryzia, Juçara, A.B., Soledade, Lara, C.C. Pena, Tereza C.O. Oliveira
(Federal University of Bahia)

Monday 26 June 2017, 12:15 - 13:15

POSTER PRESENTATIONS

In Brazil, poverty and hunger include conditions that hurt the dignity of human life and represent exclusions for most of the population. At the same time, it is observed in the country, a high rate of food loss, which is a paradox in the light of the concept of food security and nutrition. In order to reduce problems in this area, some initiatives have been conducted, seated on principles of solidary economy. So, this study aimed to analyze advances and challenges in the experience of formation of a solidary kitchen, focused on the use of post-harvest losses and the promotion of food safety, along with the vulnerable communities, in Salvador, Brazil. This is an intervention study, which involved activities in four dimensions: popular mobilization to work in solidary economy; the constitution of the workspace; and training in food hygiene and for production and marketing of food. The evaluation process followed its own analysis matrix, with indicators for all considered dimensions. Different challenges were observed in the establishment of the solidary enterprise, especially, concerning the mobilization and constitution of the group, internal conflicts, the flow of production and the formalization of the activity. Despite these limits, progress regarding citizen training was recorded, the establishment of solidary principles- equality, cooperation, respect, economy and care about others, and also regarding the professional qualification. Thus, solidary kitchen is evaluated as a relevant strategy to soften the harsh living conditions of the lower classes, by combining social inclusion to a new perspective of work, distinct from the hegemonic production system.

POSTER 16

Regulation of Street Food: An Evaluation of the Legal Landmark in Salvador, Bahia, Brazil

Cardoso, Ryzia, Freitas, Lucília A., Leal, Cristian Oliveira Benevides S.
(Federal University of Bahia)

The regulation of the street food trade comprises a challenge for public management, worldwide, but there are few studies about it. Thus, this study aimed to analyze the content of the legislation related to the regulation of street food in Salvador, Bahia, Brazil, published between 1999 and 2015. A desk research was done, along with official bodies, at different levels of government. The analysis contemplated: year of publication; body and sphere of government; social participation; object of regulation; requirements to access public space, and requirements of protection against risks associated with health – for food, urban environment and workers. Nine norms directed to the sector, in its routine, were identified, from which seven are municipal and two federal - most of them published from 2013 on. Bodies of ordering of public space and health surveillance at municipal level prevailed. Social participation in the elaboration of the laws were observed at federal level, although in municipality it has just happened in 2015. The rules presented fragmentation in the understanding of the industry's amplitude and, only in the past few years, there was better detailing and specification of the content, highlighting delays in relation to international guidelines. Concerns regarding the control of risks associated with food predominated, noting omissions related to urban environment and to the workers' health. Given the findings, there is the need of a more committed, articulated and coherent public action considering the reality of the sector

POSTER 17

Does Employment Status Affect Diet Quality? An Investigation of Domestic Food Practices Across Socio-Economic Groups

Sam, Lucy, Macdiarmid, Jennie, Craig, Tony
(University of Aberdeen)

Lower socio-economic (SE) groups are found to consume poorer quality diets compared to higher SE counterparts. Diet-related non-communicable diseases, such as obesity and type 2 diabetes, are also more pronounced in deprived populations. SE gradients in diet and health are often explained by unequal distribution of household income. However, unhealthy diets that fail to meet dietary guidelines are widespread in the United Kingdom, regardless of income level. The aim of this study was to identify key factors underpinning nutritional inequalities across SE groups. A literature review was conducted on food practices involved in the acquisition, preparation, provision and consumption of food among different income households. Employment status emerged as a potential source of negative conditions that may facilitate unhealthy food choice. In addition to financial limitations, low-income people holding low-wage labour work or multiple jobs face further constraints, pertaining to a lack of time and energy for food practice. Middle-income household providers also felt constrained by balancing domestic food practices and employment priorities against time pressures. Competing demands of paid work were found to inhibit regular engagement in home-cooking and family mealtimes. Many working people adopted time-saving strategies including meal skipping, multitasking whilst eating, use of convenience options, and consumption of takeaway and fast-food meals. Poorer diet quality resulting from these coping mechanisms has been implied but requires verification. Investigation of food practices in households with employed people across all income groups is also needed, as existing studies largely focus on low and moderate incomes. The next stage of this research is to identify relevant population groups who may provide useful insight into the effect of employment status on diet quality.

P

Monday 26 June 2017, 10:45 - 12:15

Paper Session 1

Health C2.14

An Alternative Framework for Food Nutrition Policy Implementation: Insights from the 'Size Acceptance' Programme in Scotland

Timotijevic, Lada, Porth, Emily, Raats, Monique
(University of Surrey)

Obesity is at the heart of current food and nutrition policy, and increasingly interventionist policies are being proposed to tackle it. The predominately bio-medical policy discourse of obesity (premised on the BMI as the proxy to health) has been criticized for the potential to give rise to moral panic, discriminatory language and invasive policy interventions, and scrutinised closely for the scientific assumptions on the basis of which it evolved. It is increasingly recognized that addressing obesity as a potential health threat requires an alternative problem framing to that defined by the current emphasis on weight. Responsible Research and Innovation (RRI) is a new approach to social and technological innovation which calls for 'the on-going process of aligning research and innovation to the values, needs, and expectations of society'. RRI calls for the significant attention to societal engagement, co-responsibility, ethics, transparency, reflexivity, long-term impact, and social inclusion; it has a specific focus on epistemologies, practices and values that frame social and technological innovation.

This paper will explore the Well Now, a 'health gain' and 'size acceptance' programme through the lens of RRI. Introduced to the Scottish National Health Service (NHS Highland) in 2012, it was adopted to replace a more normative weight management programme that had focused on weight loss and reducing BMI. Fat Studies theory and activism have been catalysts for both the creation and adoption of this programme, which in many ways contradicts dominant health policy narratives about fatness, both in the Scottish highlands and across the UK more broadly. Using data from qualitative interviews with stakeholders of the programme (N=17), we discuss the Well Now programme implementation in the context of the current dominant bio-medical discourses about food, health and fatness, and its implications for healthcare practice.

Emphasising Food Choice in Public Health Policy: 'Prison' or Freedom?

Savona, Natalie, Smith, Dianna, Thompson, Claire
(London School of Hygiene & Tropical Medicine)

Choice is the point at which individuals interact with the food environment: it forms the bridge in their relationships with the architects of that environment, the food industry and government. And yet, the notion of 'choice' in food purchasing behaviours is far from neutral. Choices are shaped and constrained while the term itself is uncritically deployed in both the neo-liberal rhetoric of consumerism and public health interventions. Food 'choice', as a fluid and ambiguous term, requires deconstruction. This paper reports on qualitative research examining the discourse of responsibility for healthy eating. A documentary analysis of UK corporate and government documents from 2007-2011 informed a series of focus groups with members of the public and interviews with representatives from the food industry, government and non-governmental organisations. The data revealed the relational role of 'choice' in the food system. Discourse serves to construct food choice as a product of individual agency, whereby the public is all-powerful over its choices and therefore responsible for making the 'right' choice. Yet a counter-discourse highlights the powerlessness of individuals over the structural determinants of those choices, which are made within a contextual 'prison' built by the architects of the food system. Additionally, the very idea of 'freedom of choice' generates an ideological paradox whereby individuals are expected to enjoy that freedom to consume at the same time as exercising restraint by making the 'right' choice to eat healthily. These factors expose the equivocal and questionable role of 'choice' in public health interventions aimed at improving the individual's food choices.

The Transformative Potential of Commensality as an Aid to Social Inclusion

Parsons, Julie
(University of Plymouth)

In this paper I draw on empirical research from a small-scale exploratory study examining commensality (eating together) at an offender/ex-offender resettlement scheme (RS), in which food preparation and shared meals are a key feature. Prisoners are constantly under scrutiny and on guard (Crewe and Bennett 2012) due to the intense regulation of everyday life that is typical of a 'total institution' and the 'mortification of the self', (Goffman 1961, 1961b). By engaging in commensal activities offenders/ ex-offenders (referred to as trainees) at the RS interact with members of the wider community who visit for lunch, and this has an impact upon the trainees' sense of self and identity. Moreover, desistance from crime is not just an individual process, but requires social recognition, as a change in status from offender to citizen needs to be acknowledged and reflected back (McNeill 2012). Commensality is a useful tool for social integration and challenges widely held stereotypical beliefs about offenders/ex-offenders amongst the wider community. The core argument, is that commensality promotes social inclusion, as well as generativity (doing for others outside of the self) in a non-prison (institutional) environment, as part of a process of desistance geared towards improving self-worth.

Acknowledgements: This research was conducted as part of a Sociology of Health and Illness (SHI) Mildred Blaxter post-doctoral fellowship.

Conceptualising Contemporary Food Challenges

C2.15

How Do Conceptualisations of Food Relate to Understandings of and Potential Solutions to Food Poverty?

Garratt, Elisabeth
(Oxford University)

Food is a cross-cutting topic of interest to academics and government across several disciplines and departments. This multifaceted approach reflects the importance of taking multiple conceptual and methodological approaches to fully understand food poverty. Yet the devolution of food research and policy also undermines our understanding of food poverty because there is no clear responsibility for the issue. Here I explore two key conceptions of food in relation to food poverty: food as a material resource, and food as social and cultural expression.

When considering food as a material resource, the main determinant of food poverty is income. Food therefore does not occupy a 'special' role, distinct from other observable and measurable resources including housing, clothing, and heating. Situating food in relation to other resources should inform attempts to address food poverty, and clearly identifies the importance of maintaining adequate incomes. The belief that food poverty can be solved through food-based actions is misplaced. Instead the wider goal of alleviating poverty should be pursued, as charitable food provision could paradoxically undermine attempts to tackle the structural causes of food poverty.

When considering food as social and cultural expression, food is more than a material resource. Instead, people maintain food preferences and restrictions, ranging from elastic (so-called 'flexitarianism') to severe (allergies). Charitable food provision – while providing valuable short-term support – may be unable to meet these needs, thereby conflicting with food's role as part of cultural expression. Moreover, charitable food provision may unevenly undermine cultural expression, evidenced through the underutilisation of charitable food by ethnic minorities, perhaps reflecting the perception that food will be unsuitable.

Both conceptualisations of food – whether representing material resources, or social and cultural expression – suggest the same solution to food poverty: adequate incomes. Food-based solutions are both materially inadequate and socially and culturally inappropriate

What is Sugar?

Throsby, Karen
(University of Leeds)

In recent years, sugar has supplanted dietary fat as the *bête noir* of the war on obesity. This is exemplified by the World Health Organisation's call in 2016 for the taxation of sugary drinks as a means of tackling rising rates of obesity and type II diabetes, particularly in relation to children. The rush to single out sugar as the dietary culprit of expensive 21st century disease is also mirrored in the proliferation of anti-sugar texts, including popular science tracts, recipe books and first person testimonials, as well as underpinning the burgeoning low carb, high fat (LCHF) dietary movement. Sugar has also become a site of charitable abstinence with the advent of schemes such as Cancer Research's Sugar-Free February and the British Heart Foundation's March DECHOX challenge. But amidst the intense panic around sugar, there is a lack of clarity and consensus, both about what sugar is, and what kind of problem it poses. In these debates, sugar figures variously as added or free sugar, particular sweet foods (chocolate, soda), processed food, or as carbohydrates more generally, and is demonised as a threat to metabolic health, the cause of obesity, a marker of femininity, a 'big food' plot, a drug, a pleasurable treat, or a site of charitable giving and

Monday 26 June 2017, 10:45 - 12:15

PAPER SESSION 1

self-entrepreneurship. Through the question 'What is sugar?', this paper explores the contemporary social life of sugar, and argues that 'sugar' has become an over-determined node for social and medical anxieties about 21st century health and consumption.

When Food Becomes Waste Becomes Food: Dilemmas in Determining the Edible and Ethical Status of Wasted Food in a Changing Landscape of Redistribution

Spring, Charlotte
(University of Salford)

The redistribution of food wasted by retail markets has opened up a rapidly changing landscape of relationships, spaces and ways of interacting with food. From food waste cafes to new, multi-scalar infrastructures of redistribution, this paper draws on my PhD fieldwork to explore the different ways food redistribution organisations determine food's ontological status- as 'food', or as 'waste', and as such its use-values in feeding people or other forms of disposal. In addition to paying close attention to the everyday practices and contexts of doing such work and engaging with ethical debates around the redistribution of wasted food as 'solution' to food insecurity and hunger, this paper will highlight some reflexive insights into the emotional and sensory struggles over food's status and journey during participant observation around food rescue, and considers the ramifications for how such research may be put to use.

Monday 26 June 2017, 13:15 - 14:15

Paper Session 2

Methodology C2.14

Autophotography: A Different Lens to Study the Meaning of Food

Winter, Rachel, Bissell, Paul, Burr, Jennifer
(University of Sheffield)

Food in Filipino culture is not simply a substance which is consumed, it is an extension of their social values and beliefs. These observations were discovered through the use of autophotography, a method which provides a different lens through which to research the meaning of food for participants; in this instance Filipino men. In this talk I will discuss how this method operates, the insights it provides and what data are produced.

Autophotography involves giving cameras to participants and asking them to photograph a certain aspect of their life. They can then represent that topic however they wish. In this instance, they were asked to take a photograph every time they consumed food. In this talk I will discuss how this research method provided a way to study the social aspects of eating, and the potential to use such a method when researching different communities.

This method led to results that showed an unexpected insight into the social significance of food, reflecting the communal spirit of their community. I initially aimed to study how masculinity might impact on individual food choices, however it was quickly established that this was an isolated way to research food consumption in the Philippines because of their communal eating. Rather than photograph their food and diets, they focused on the experience of eating, who they were eating with, and the emotions they felt. The importance of eating together was observably more important than portraying gender through individual food choices. I will discuss how using autophotography helped to put the focus on what food meant to the people being studied. Finally, I will go on to say that learning how to use this method could aid research into the sociology of food by collecting unique data produced by the participants themselves.

Family Meals (International Perspectives) C2.15

The Family Meal Under the Pressure of Time

Giacoman, Claudia
(Pontificia Universidad Catolica de Chile)

Several studies have shown that the most relevant commensal unit is the family (Mestdag & Glorieux, 2009; Sobal, 2000; Sobal & Nelson, 2003), since household members tend to eat together. Although in contemporary societies this activity is positively valued (Fischler, 2011; Giacoman, 2016; Murcott, 1997), there is evidence that in recent decades this practice has been diminished (Mestdag, 2005). In this problematic frame, this presentation explores the obstacles to perform domestic commensality, specifically the problems linked to time use. For this purpose, I have analyzed the information obtained in my mixed methods research about commensality in Santiago de Chile, based in 24 group interviews and a survey with a questionnaire applied to a random sample of 1177 adults living in that city. The quantitative analysis reveals that the majority of people living in Santiago perceive the lack of time as an obstacle to eating with the family. This perception varies according to the type of activity that individuals perform. These results are complemented with interviews, where participants point out that eating with the family involves coordinating the use of individual time with the use of collective time. The domestic commensality depends of individual's activities because these impose temporal constraints that reduce chances of synchronization with family members. Through the study of domestic commensality in Santiago, this work provides an opportunity to think about the tension between individual choices and collective norms in the realm of daily practices.

Class and Eating: Analysis of Frequency and Duration of Family Meals in Britain

Jarosz, Ewa
(University of Oxford)

Monday 26 June 2017, 13:15 - 14:15

PAPER SESSION 2

This paper examines social differentiation in eating patterns in Britain, focusing on family meals among respondents with under-age children. Eating with family members brings multiple benefits to individuals, such as improved wellbeing, nutritional status, or school performance of the children. Modern lifestyles might pose a challenge to commensal eating, but not all social groups are at the same risk of skipping or shortening meals they have with others. Eating patterns are differentiated by individual's social class. How people eat has also been associated with education, work schedules, and family characteristics. Qualitative studies, though very insightful, do not allow disaggregating the effect of these variables hence the need for quantitative exploration. This study uses 2014/2015 UK Time Use Survey data in a quantitative analysis of eating patterns. Statistical models show the net effects of social class, education, work characteristics and family-related covariates on the frequency and duration of family meals. Respondents in highest class dedicate overall more time to family meals, while those with tertiary education eat more often. Working hours, both in case of paid and domestic work, do not affect the frequency or duration family meals, but people working in shifts have fewer meals. Single parents, a notoriously time-poor category, spend least time eating with their families. Finally, some universal traits emerge – older people spend more time eating and eat more frequently, and weekends are characterized by more frequent meals and longer eating also when other social characteristics are accounted for.

Monday 26 June 2017, 14:15 - 15:15

Pecha Kucha Session 1

Methodology AUDITORIUM C2.12

Food, Nationalism and National Identity

Ranta, Ronald
(Kingston University)

The relationship between food and identity has been extensively explored in anthropology and cultural studies. This is because, as stated by Mintz, food allows people to express 'who and what they are, to themselves and to others' (1986: 13). However, despite the clear link between food and identity, and its importance to a number of areas of study, until recently this relationship was not explored with regard to nationalism and national identity (Ichijo and Ranta, 2016). With a few notable exceptions, the study of food and nationalism was mostly neglected by scholars of nationalism. This is despite the clear links between food and, for example, everyday nationalism (fox and Miller-Idriss, 2008) and banal nationalism (Billig, 2005).

The purpose of this paper, therefore, is twofold. First, it highlights and examines an often neglected aspect of food and identity, namely food's relationship with nationalism and national identity. Second, using a number of case studies, it demonstrates the utility and relevance of the food and nationalism axis to the study and understanding of politics, political economy and international relations. The paper shows how the food and nationalism axis can be used as a methodological tool as well as a theoretical lens to study, interpret and analyse these above mentioned areas.

Food as a Material of Cooking Practices

Torkkeli, Kaisa
(University of Helsinki)

This presentation focuses on food as a material and an element of cooking performances. The view is based on social practice theory in which cooking is defined as a practice. As for material, that is conceptualised as an element of a practice, but not by consensus. Within the practice theory two different systems of elements of practices are defined and applied: these are understanding, procedures, engagement (EP1) and material, competence, meaning (EP2). In previous studies the elements have been utilised as separate conceptual systems. However, my recent study applies videoed cooking performances to illustrate a conceptual combination of elements of a practice.

The object of the study was to consider elements of a practice as analytical tools for to explore cooking as it occurs in real settings. The data was auto-ethnographical cooking videos recorded from researcher's own family. The analysis was based on practice theoretical assumption of practices as organisations of doings and sayings. Thus, the doings were analysed with a video analysis programme that made visible the materials, procedures and competences linked to the practice. Sayings of cooking were transcribed and those revealed understanding, meaning and engagement combined to the practice.

The analysis of cooking videos illustrated how the two groups of elements (EP1 and EP2) were intertwined together. Therefore, the use of the both groups of elements is actually explaining their position to each other. Consequently, all the six elements form a structure that takes into account both the relations between elements and the dynamics of a practice. This 'Wheel of elements of practice' (WEP) acts as a nexus for conceptual elements of a practice and the actual analysis of practices. Thus, the study improves the understanding of elements of a practice and offers analytical viewpoints for practice theoretical food studies.

Eat Your History, or, Confessions of a Food Fraud

Newling, Jacqueline
(Sydney Living Museums)

In many ways I am a food fraud. As 'resident gastronomer' and curator at Sydney Living Museums (SLM) I use food to interpret place-based history and heritage. SLM is a public institution in New South Wales, Australia that cares for twelve historic houses and heritage sites which date from 1788 to 1950.

Harnessing the current popularity of food and food culture, interactive food programming has proved to be a useful way to attract and engage audiences in our museums: what can food tell us about SLM's places, and what can these

places tell us about food? Grounded in scholarly research, food content helps activate otherwise static spaces within the museums and interpret complex historical constructs. Hands-on making activities and tastings support themes and cultural messages, relevant to the history of the site. Large scale public 'fares' (pun intended) and 'harvest' events, or more intimate talk-tour-taste 'Colonial gastronomy' and 'Eat your history' programs, resonate with visitors, deepening their engagement and appreciation of the museums and their heritage.

Ostensibly about food, the messaging behind each theme reinforces the relevance of place and history - geography and environment, politics, economics and technology, cultural background, gender and social status - on what and how we eat. Exploring lost arts, forgotten flavours and arcane tastes invites audiences to reflect on their own relationship with food - modern tastes and food practices, and contemporary issues such as waste and sustainability, fads and trends, globalisation. Oysters help us digest colonial challenges in architecture, whimsical jellies the hidden aspects of processed food, (through calves' feet and pigskins in their manufacture), native food the fraught relationship between European settlers and Aboriginal peoples on contested territory. Fraudulent perhaps, but 'Eat your history' aims to give people a taste of the past and make history palatable.

Health

C2.14

Socio-cultural Drivers of Orthorexia

Corposanto, Cleto, Pagano, Umberto
(University of Catanzaro)

Orthorexia is an eating disorder characterized by extreme preoccupation with eating foods believed to be healthy, and by a phobia to intake 'wrong' foods, leading up to paradoxical and unhealthy consequences, such as social isolation, anxiety, reduced interest in the full range of other healthy human activities and, in some cases, severe malnutrition or even death.

It is not specifically the obsession with diets aimed at losing weight, but very often the weight loss occurs as a 'side effect' of extreme eating behaviors put in place, leading to the progressive elimination of specific foods or entire food groups.

On one hand, it should be noted that the differences between anorexia and orthorexia remain substantial with regard to the obsession on the bottom, on the other it must be noticed a trend to convergence and overlap between the two disorders. This depends essentially on cultural grounds relating to the representation of the idea of health consciousness and health in relation to food. The concept of healthy food for many people is increasingly indistinguishable from that of low-calorie food, this marks actually a mutation of the concept of 'healthfoodism' (food health consciousness) issued at the end of the 90s, when there were the first attempts to codify the orthorexic phenomena.

The paper aims to identify the main socio-cultural determinants of orthorexia, deepening the mechanisms of information/disinformation/misinformation about food in the Internet.

Nutritional Injustice: Mothers' Work and Child Health in Context of Obesity

Noonan-Gunning, Sharon
(Centre for Food Policy City, University of London)

Nutritional injustice is embodied in the social gradient in child obesity. Neoliberal intensification and deregulation of working conditions are destructive on family food practices and child health. Food stresses are increased with erosion of community services. Drawing on a critical policy analysis, this paper explores the work-life balance in context of food and child obesity.

Research participants included twelve working-class mothers of children with obesity, in work or on benefits. A 'triple burden' of women's labour was illustrated through employment, and unpaid domestic and community labour. Work was necessity and provided the socialisation of children. Hegemonic and governmentality processes unfolded. Responsibilising processes included mothers becoming community food volunteers. Dialectically becoming a collective ethic of care and solidarity, for example teaching children to cook because parents were 'too busy working'. Mothers take zero-hour contracts, prioritising rent and utility bills, some forced to food banks or borrow food from neighbours. Food practices were constrained in dual worker families through the time -squeeze of shifts and scheduled hours. Gentrification of their communities both presented and denied, entrepreneurial opportunities in the local food economy. Policymakers advocated social mobility, but poor working conditions and class boundaries fix these parents in place.

Child health was parents' most important concern yet they were forced to make food and parenting compromises; negative externalities of work. Stigma towards mothers on benefits was underpinned by assumption that working

mothers had less time with children. Child health was the unifying factor. Questions of political ethics of care and rights of parents evolved.

Employment and welfare reform contributed to mothers' integrated policy solutions. This paper argues for policies that satisfy parents' demands based on a universal basic income alongside wealth redistribution. Collaboration is advocated between labour movement, academics and parents in shaping food and related policies that protect child health.

Like You Eat Weetabix, so we Use Wheat to Make Roti: What Does Healthy Eating Mean for South Asian Women in the UK?

Chowbey, Punita
(Sheffield Hallam University)

There is concern about diets of South Asian populations in the UK. The current evidence is limited, mixed and sometimes contradictory. Therefore, it is unsurprising that policy and practice aimed at influencing South Asian's food practices appear to make a number of assumptions. Based on in-depth interviews (n=35) conducted with first and second generation mothers with dependent children from South Asian backgrounds (Pakistani Muslims and Gujarati Hindus), this paper aims to highlight some of these assumptions. These are reflected in: the treatment of households as 'unitary' in food choices; ignoring the role of gender and generational dynamics in decision-making around food; failing to recognise the temporality of food practices particularly in context of transnationalism; and little theorisation of the inter-play of cultural and economic capital in context of ethnicity. These assumptions are reflected in local level policy responses such as improving awareness of healthy eating and cooking skills, often focussed on women. Such policy responses were viewed by study participants as being relevant only for the white majority culture as well as lacking in appreciation of the broader context of marginalisation and socioeconomic deprivation. The paper concludes by arguing that, to achieve transformative change, food policies should strive for a more nuanced understanding of the role of class, gender, ethnicity and migration in shaping food practices among South Asians in contemporary Britain.

From Practices to Volumes, From Meaning to Nutrients: Studying Healthy and Sustainable Diets in an Interdisciplinary Context

Godin, Laurence, Ernstoff, Alexi, Sahakian, Marlyne
(University of Lausanne)

Food production and consumption have significant health and environmental impacts, yet expert discourses and relevant analysis categories (e.g. biodiversity loss, climate change potential) can have little meaning to consumers. As part of a Swiss research project on 'healthy and sustainable diets', we aim to generate data on the health and environmental impacts of food consumption that mirror consumers' representations and practices. To achieve this, a group of sociologists and environmental engineers worked together to integrate social practice theory with environmental life cycle analysis (LCA) and a dietary health impact assessment, to better understand what makes a healthy and sustainable diet. Three dimensions were brought together: prescriptions around how people should or ought to eat, consumer representations of different diets, and their actual practices.

In this interdisciplinary paper, we discuss how we evolved from prescriptions and consumer representations to diets expressed in terms of products and per-person, per-day consumption volumes, which allowed us to conduct the environmental and health impacts assessment. In this process, we considered different diet scenarios that take into account variables meaningful to consumers, including type of production process (e.g. organic), distance travelled by food items, and level of processing, among other factors. Once the health and environmental impact assessment was completed, we were able to make suggestions on how food habits could be improved based on people's actual practices and representations.

For this project, meaning, nutrients, practices and consumption volumes had to find their place in a common framework. This paper allows us to reflect on how we navigated between different views of diets, food products, and eating habits, and the negotiation process it entailed. It also offers insight on how to study healthy and sustainable food, in relation to actual consumer practices and representations, in an interdisciplinary framework.

Childhood and Youth

C2.15

Unaccompanied Children and Their Teachers' Views on Swedish School Lunch

Waling, Maria, Ljung Malin, Caesar Sofie, Olsson Cecilia

(Department of Food and Nutrition)

Background

During 2015 Sweden received 35,369 asylum applications from unaccompanied children. In Sweden these children have the right to attend compulsory school and all pupils in Swedish compulsory school have the right to a free and nutritious school lunch by law.

Objective To investigate unaccompanied children's experiences of Swedish school lunches and to explore the teachers' views on the school lunch situation for the children.

Method

18 unaccompanied asylum seeking boys wrote a narrative in their native language about their experiences of the Swedish school lunch situation. Semi-structured interviews were conducted with two teachers from the children's class. The material was analyzed using qualitative content analysis.

Results

The children expressed thankfulness for the school lunch and school meal environment, and that teachers and school meal staff were helpful in communicating what ingredients (e.g. pork) were, or were not included in meals. However, the children described difficulties in getting used to food with unfamiliar tastes. The children described misunderstandings regarding ingredients in dishes, which resulted in that they decided not to eat to be on 'the safe side'. The teachers experienced that it was difficult for the children to know how to combine different dishes when they served themselves. If a child combined dishes in an untraditional way they could get laughed at by native pupils. The teachers further expressed ambivalence about the school meal personnel, on the one hand as unpleasant when meeting the children with an approach similar to 'When in Rome, do as the Romans do', on the other hand as wanting to help.

Conclusion

The results indicate that there are areas that can be improved within the school lunch situation to make unaccompanied children feel included and increase chances that they eat the served lunch.

The Roles of Humour and Laughter in Youth Focus Groups on School Food

Janhonen, Kristiina

(Finnish Youth Research Society)

The presentation examines young people's group interaction and the roles of humour and laughter in relation to school food and school lunch situations. The analysed focus group discussion data is drawn from a broader case study (2012-2013) with 9th grade students (15–16 years old; 62 pupils; 25 boys and 37 girls; 14 groups; 4-6 pupils per group) in a Finnish secondary school. The analysis is based on existing interpretations and classifications of humour in literature, which is complemented by notions drawn from the study's data set. It is argued that an analysis of humour and laughter can provide valuable notions of how collective attitudes towards school food are constructed, enforced and distributed, among students, while also providing insight regarding what kinds of issues around school lunch practices are considered important and worthwhile in the context of students' informal peer cultures. The results illustrate how humour and laughter functioned for the students as a space for 1) Constructing 'us' versus 'them'; 2) Negotiating social order; and 3) Engaging in fun and safe interaction. Results are discussed in the light of how humour and laughter uphold or divide social groups, as well mediate shifts between formal conventions and students' informal worlds.

Social Constructions of 'Youth' in Fast Food Eating Out Culture in India

Bhatia, Anjali

(Lady Shri Ram College for Women)

This paper takes off from the observation that the arrival of global corporation McDonald's in post-liberalization India has ushered in a youth-centric fast food eating out culture. The chief innovation of McDonald's is configuring consumers into segments. The consumer segment of youth, posits a relationship of identity with young people through media advertisements, promotional campaigns, restaurant presentations, and personnel and eating practices. This

innovation has caught on with popular homegrown eateries like Nirula's. However, in case of popular homegrown eateries like Sagar, an identification with young people is missing even though there is a selective adoption of innovations: restaurant presentation, training of staff, menu diversification, expansion and mechanization of food production.

In this paper, I argue that McDonald's fast food is an iconic site for demonstrating how the processes of production and consumption of fast food as represented in the political economy, are entangled with the constitution of youth.

An examination of neo-liberal consumption and service work brings to light two alternative constructions of youth. Based on my research in Delhi, the National Capital, I endeavor to draw out the bearing of social location on the rendering of structural processes into 'reality' from the point of view of the subject.

The Construction of Religiously Sanctioned School Meals in Social Media in Sweden

Persson Osowski, Christine, Mattsson Sydner, Ylva
(Uppsala University)

Introduction

In Sweden, school meals constitute a welfare service that should be free of charge and nutritious according to law. Lately, requests for religiously sanctioned school meals have increased. As Sweden is a secular country with a multicultural population, this has led to different opinions and religiously sanctioned school meals have turned into a topic of debate in social media.

Aim

To study what is expressed, and thereby constructed, regarding religiously sanctioned school meals in social media.

Methods

Data was collected during one month in 2016, by entering the search terms religion, school meals, blogs and Internet forums in Google. Twelve weblogs and seven Internet forums, equivalent to over 300 pages of plain text in Word, were analysed using thematic analysis.

Results

The analysis resulted in two themes, Ethnocentric school meals, which entailed a collective, secular school meal where religiously sanctioned food is not provided for and Cultural relativist school meals, which acknowledged individual differences, speaking in favour of catering for religiously sanctioned food. The latter theme also included secular requests based on modern food ideologies such as a low-carbohydrate diet or a gluten free diet. In some cases, these foodways could be characterized as being quasi-religious, as they showed elements of a traditional religion, but under secular circumstances. In both themes, equality, which is a traditional value of the welfare state, was prominent. Within the ethnocentric position, equality was ensured by serving the same food to everyone and within the cultural relativist position; equality was assured when everyone was served food in accordance with his or her own individual needs and wishes.

Conclusion

How requests for religiously sanctioned school meals are handled may lead to integration or tension and school faces a challenge in congregating the ethnocentric and cultural relativist standpoints.

Monday 26 June 2017, 15:30 - 17:00

Paper Session 3

Methodology **AUDITORIUM C2.12**

Food in Contemporary Migration Experiences Between Australia and the UK: An Autoethnographic Exploration

Knight, Christine, Gunson, Jessie
(Sheffield Hallam University & University of Edinburgh)

In this innovative and personal paper, we use autoethnography to explore food in contemporary migrations between Australia and the UK. Our own experiences as food scholars migrating and travelling between Adelaide (Australia) and Edinburgh (Scotland) offered us a unique opportunity to explore the food aspects of these migrations, and the value of autoethnography in food research.

Previous literature highlights how migrants maintain and adapt 'homeland' culinary traditions. By contrast, we show how young food-literate migrants from developed cosmopolitan countries embed themselves in new food settings, through local food shopping, new recipes and cooking practices, and eating out. We demonstrate the critical importance in food experiences of migration of partner and family relationships; ideas of 'home' and processes of home-making; and changing individual identities. These themes are foregrounded in return visits and associated experiences of nostalgia and disjuncture in relation to food.

We conclude that there is a need for increased attention to food in voluntary migrations between culturally cognate English-speaking countries in the contemporary globalised era. Further, we conclude that collaborative autoethnography amongst trusted friends who are also scholars, especially when undertaken over an extended period, offers a particularly valuable and appropriate method to probe emotional, sensory, and embodied aspects of food experience.

Food as a Tool in Ethnographic Research

Boni, Zofia
(Adam Mickiewicz University)

As social researchers studying food, we talk about it, we look at it from afar and very closely, we ask about it, we read about it, we smell and taste it. But food is an ephemeral research topic, difficult to grasp with the tools and methods of social science. We rather study people's practices and narratives related to food, the social norms, cultural customs and symbols; food production, retail or consumption, than food itself. In this paper I argue that food, besides being a fascinating research topic, can also be a very helpful research tool. And using food as a research tool provides another angle to the research itself. Food's role in the research process is manifold. It provides a way to access different field sites and groups. It facilitates interactions and is a great conversation starter. But it is also consumed. We often embody the object of our own research, especially in the cases of ethnographic research. To illustrate these arguments I will use examples from my own research on children and food in Warsaw conducted in 2012 – 2013. The research was a multi-sited ethnography of families, primary schools, state institutions, food industry actors, non-governmental agents and media. It consisted of document analysis, participant observations with many informal conversations and more formal, semi-structured interviews. Food was both a topic and a tool in my research. Sweets for example, which children often shared with me, not only strengthened our social bonds but also allowed me to peek into their food cultures. With this paper I will point out the ways in which food is used in social relations during research, both by researchers and by our interlocutors; how it shapes our positionality in the field and how we and our interlocutors react to it, bodily and mentally.

Reframing nutrition transition: photo elicitation as a tool for understanding changing food consumption patterns in Trinidad and Tobago

Wilson, Marisa
(University of Edinburgh)

Nearly thirty years ago, Michel de Certeau reminded us that consumption – even within defined domains, such as nutritional intake – is also a kind of production, a means by which social actors (re)-create the physical and symbolic

spaces in which they live. A few years earlier, Mary Douglas and Baron Isherwood made a similar point: 'Consumption activity is the joint production, with fellow consumers, of a universe of values' (Douglas and Isherwood 1978: 67). In this presentation, I use anthropological theories and methodologies to critically frame research about nutrition transition in developing countries. During the summer of 2014 I conducted photo elicitation interviews with twenty-five supermarket workers in four major Trinidadian supermarkets. The workers took pictures of ingredients they regularly purchase for Trinidadian meals while I recorded their reasonings for choosing certain products over others. In addition to this, I was able to conduct six weeks of ethnography with an Afro-Trinidadian family and collected about 200 surveys about common Trinidadian meals and about forty food diaries outlining food and drink consumed over a 3-day period. The presentation will outline some of the project's findings, focusing on the still life photos of food products taken by the supermarket workers and the reasonings they and others gave for choosing some food products over others. At the end of the presentation I will provide a culturally-nuanced explanation for changing food consumption in Trinidad and discuss implications for developing more qualitative understandings of nutrition and dietary change.

Health

C2.14

'Feeding' and Food Consumption: The Role of Food And Mealtimes in the Recognition of People With Dementia in Acute Wards

Featherstone, Katie, Northcott, Andrew
(Cardiff University)

This paper will examine a key feature and challenge of the contemporary hospital: an increasing population of people with dementia admitted to acute general wards. In the UK, although people with dementia over 65 years of age currently occupy 1 in 4 acute hospital beds, within this setting they are known to receive inappropriate or poor care, have poor overall health outcomes, and have significantly higher mortality rates. The majority are at risk of, or will be admitted with, malnutrition and will need some degree of assistance at meal times. However, there is an evidence vacuum in understanding the everyday organisational and interactional aspect of care that contribute to these phenomena.

In response, our detailed ethnographic study (NIHR HS&DR Project: 13/10/80) examined mealtime routines over 150 ward shifts within 5 hospitals across the UK. It reveals the everyday mealtime routines of hospital care and its consequences for people with dementia and ward staff. This paper examines the ways in which mealtimes become a focus for consumption and particular types of techniques to encourage and increase intake. These have implications for recognition of the person, autonomy, rehabilitation and independence.

Chronical Illness and the Issue of Context in Dietary Counselling

Kristensen, Søren Tange
(University College Metropol)

In dietary counselling contextual food and eating issues are increasingly considered important when trying to promote dietary change. Besides transferring knowledge on healthy eating based on an assessment of the nutritional adequacy of clients diet priority is given to obtain the full dietary story including contextual issues concerning relationships, family values, culture, finances, and personal beliefs. The focus on contextual issues seems to reflect a holistic and empowering approach to the promotion of health. Also, the consideration of contextual issues can be seen as essential to 'learning to live with chronic illness' which is stated as a main goal in health policies and in clinical and behavioral management of chronic illness. However, the use of the notion of context is far from neutral but always socially and historically situated. In this study, it is explored how contextual food and eating issues are taken into account in dietary counselling and how this reflects broader epistemological and political issues related to the prevention and management of chronic illness. A concluding statement from the study is that in order to empower clients, the complexity and contextual nature of food and eating needs to be addressed in a more systematic and critical way than is usually the case in dietary counselling. A narrative approach informed by insights from qualitative research on food and eating is suggested as a more context sensitive approach.

Food and Mood: A Symbiotic Relationship

Todd, Valerie
(Blackburn College)

Objectives:

Monday 26 June 2017, 15:30 - 17:00

PAPER SESSION 3

Obesity is a growing concern worldwide, and interventions to reduce the prevalence have been largely ineffective. Societal obesity interventions often examine the physical aspects of obesity rather than the emotional attachment to food. The objectives of the current research was to develop an understanding of the conceptualisation of food in the severely obese to help develop strategies for change.

Methodology:

A constructionist methodology was employed to develop an understanding of the social reality which is subjectively experienced as people go about their daily lives. This incorporates a relativist epistemology with idealist ontology, giving meaning to subjective experience rather than an absolute truth.

An inductive approach was taken, so data collection was non-directive using repeated unstructured interviews with nine morbidly obese participants, recruited via purposive snowball sampling, to examine their emotional and social relationship with food.

Data was analysed using thematic analysis and participant triangulation was employed to establish validity. Preliminary analysis followed a largely empathic approach based on manifest themes, but further analysis followed a suspicious approach based on latent themes.

Results:

A symbiotic relationship between food and mood was established, with food mediating mood and mood mediating eating behaviour. In addition, food represented various forms of attachment including friendship, love, affection and belonging, which when unchecked, can become toxic as food transcends sustenance and becomes an emotional crutch.

Conclusions:

Food generates an emotional response in the obese which, if not addressed, can become a barrier to weight-loss. These findings could be used to make recommendations to inform obesity interventions that take account of emotional attachments to food.

Childhood and Youth

C2.15

Private Spaces and Hiding Places: Secrecy and Concealment in the Experiences of Children and Young People Living in Food Poverty in the UK

Knight, Abigail, O'Connell, Rebecca, Brannen, Julia
(UCL Institute of Education)

In the context of European austerity, food poverty has become an important topic for researchers in recent years but children's and young people's experiences of food in low income households remain neglected. Furthermore, although studies about the experience of poverty have examined issues of secrecy and stigma, these have tended to focus on the experiences of adults and few have taken food as their focus.

This paper draws on early UK findings from a mixed methods, European Research Council funded study of 'Families and Food in Hard Times' that examines food poverty among young people aged 11-15 years and their families in the UK, Portugal and Norway. In all three countries qualitative interviews are being carried out with 45 young people and their parents or carers in two contrasting areas of social deprivation, alongside visual methods with a subsample of families.

Initial analysis of the interviews with young people in the UK finds that privacy and secrecy are strikingly central to many of their food and eating experiences. The data include accounts of hiding at school lunchtimes to avoid experiences of social exclusion, fabricating stories and excuses to conceal living in economic hardship and being unable to join in social activities outside school that involve food and eating. Whilst some young people suggest the government should ensure children and families can eat well on a low income, a strong neoliberal discourse of individual responsibility for food and health pervades their accounts of feeling stigma and shame.

Treats, Transgressions and Transformations: Navigating Understandings of Sweet-Eating in Six Families

Albon, Deborah
(University of Roehampton)

Inspired initially by James' (1998: 402) assertion that sweets are the 'metaphorical food of childhood' and located theoretically in work which argues that children are capable commentators on their own lives as well as reproducers and co-creators of culture, this paper aims to examine the narratives of young children and families around their sweet-eating practices.

Sweets are of especial interest as they occupy a liminal space as both a food - in that they are usually incorporated into the body - and non-food as they transgress many of the usual 'rules' associated with food, notably the way they are rarely eaten during a structured food event such as mealtimes. Generally regarded as 'bad' nutritionally, for many children especially, sweets are significant as they are entwined with their social relations and embedded in both the culture of their particular family and their peer group as well as being firmly located within a particular time, space and culture (e.g. Easter eggs).

Drawing on interview data with family members (6 families, 19 people in total, children aged between 2-11 years), my intention is to elaborate on three themes; sweets as treats as well as their association with transgressions and transformations. What emerges from the data is parents and children navigating a range of different meanings related to sweets and sweet eating. Family stories around the hiding, stealing and swapping of sweets will be explored as well as stories linked to their real and imaginary properties for transformation. I will argue that sweets offer children an opportunity for choice-making and play-making around notions of 'real' and 'pretend' unlike other foods. And more broadly, an examination of sweet eating provides a lens through which to examine family encounters around food.

Tuesday 27 June 2017, 10:30 - 11:30

Paper Session 1

Methodology

C2.14

Revisiting 'Eating Out' - Exploring 20 Years of Change in the Practice Across Three English Cities

Paddock, Jessica, Whillans, Jennifer, Warde, Alan
(University of Manchester)

'Eating Out' was first conducted in 1995 as part of the ESRC's 'The Nation's Diet' research programme - Warde and Martens (2000) - and explored from the point of view of diners the relatively new phenomenon of eating main meals in commercial establishments. In 1995, 30 qualitative interviews were conducted with Prestonians in order to inform the design of a survey, which was then administered to 1,101 respondents across Preston, London and Bristol. In 2015 and 2016, we took what is a rare opportunity in the social sciences to re-visit the study, adapting the methodology by beginning with the survey instrument. Taking advantage of the opportunities afforded by the survey, we selected 10 respondents in each city for follow-up interview.

This adaptation of the methodology is the result of balancing requirements of internal validity demanded of repeat studies with maintaining research instruments that are cogent with the contemporary landscape of market provision and social practice. We take instruction from the technique of what Burawoy (2003) calls the 'focused revisit'. This involves revisiting sites studied at an earlier time, but is distinguishable from a re-analysis or the updating of previous studies. The purpose of a re-visit is to explore similarities across differences found in data, and to explain variations over time without being enslaved by the rules that govern 'replicable' research. By applying these principles of an ethnographic revisit to a mixed-methods study of eating out, we were able to re-engage with the topics and literatures arising (e.g. sustainable consumption), rather than solely updating the 1995 analysis with the same purposes in mind. In this presentation, we consider this logic of revisiting 'Eating Out', and reflect upon the prospects and challenges afforded by this exciting opportunity to use food as a lens through which to explore social change.

Food as a Methodological Route to or Ploy for Understanding Family Dynamics

Brannen, Julia
(UCL Institute of Education)

A foray into the study of food practices, especially those that relate to family life, presents considerable methodological challenges. Food practices are not easy to research. For much of the routinised, mundane and sheer ordinariness of living we must perforce forget. How to bring food practices to the surface of reflective consciousness requires both creativity in the choice and development of methods but may also demand a range of different approaches.

On the other hand, this difficult topic generates opportunities for the researcher interested in how the social is constituted. Asked to focus on food, research participants are required not only to report on the materiality of their everyday lives in relation to food but may also narrate and sometimes display practices that constitute family life. The taken-for-grantedness of food as an integral part of family life may therefore paradoxically not only suggest its importance as a topic of inquiry in its own right but may also serve to highlight relationality in families and the dynamics of social relationships more generally. The recounting of embodied experience inscribes meaning not only to food and food events but can evoke and reveal feelings and conflicts that often lie below the surface and consciousness of relationships, suggesting the ways in which family experiences and practices are both produced and reproduced.

Food and Identity

C2.15

Studying Food Habits of Migrants: Embracing Complexity With the Eating System Framework

Tuomainen, Helena
(University of Warwick)

Cooked food, and foodways generally, are products of culture and strongly linked with ethnic identities. People migrating to a new country strive to maintain their food habits, but dietary change is usually inevitable. Theories explaining dietary modification have emphasised food items, failing to promote a more profound understanding of the processes of change. The 'eating system framework' embraces the complexity of food and eating practices and captures the various levels in which change can actually take place. The framework is an amalgamation and extension of various previous conceptualisations of meals. The eating event in the centre is defined and influenced by various spheres, all related to structural and social issues of food and eating and affected by group-shared rules and regulations.

This paper explores migrant food habits through the lens of the eating system framework. The empirical research relates to a study that examined the relationship between migration, foodways, ethnic identities and gender among Ghanaians in London. The study was grounded in qualitative and theoretical research on meals. The micro-level analysis of current and past food habits within households was set in a wider context by exploring the development of the food culture in the community as a whole. Ethnographic fieldwork was conducted in Ghanaian households, functions, restaurants and food stores.

Findings of the study highlight where and how changes occur in foodways, and how migrants are able to preserve their food habits in the context of change. For example, structural and sensory properties of a food are more important for the preservation of the identity of a dish than the actual foodstuff itself, even the original taste.

Tuomainen H. Ethnic identity, (post)colonialism and foodways: Ghanaians in London. *Food, Culture & Society* 2009;12(4):525-54.

Tuomainen H. Eating alone or together? Commensality among Ghanaians in London. *Anthropology of Food* 2015; 14(S10)

Local Food, Local Identity, Local Image and Rural Tourism in Hungary

Megyesi, Boldizsár, Csurgó, Bernadett
(Centre for Social Sciences, Hungarian Academy of Sciences)

Self-promotion and reinterpretation of local identity is becoming increasingly important in rural communities. The success of local image building varies greatly from region to region. The paper analyses the role of local food production in local identity creation. It focuses on cultural dimension of local food in the context of rural development and tourism. Using the example of four Hungarian rural micro-regions we analyse how local communities presents them through local food production.

Our analysis use insights from Ray's theory on the role of culture in rural development , on Tovey's concept on the role of knowledge in development initiatives , and finally offers a better understandings of local food production and local image building in relation with rural tourism. Based on qualitative methods the paper discusses the role of local food as a motivating factor for community and tourism activities to four micro-regions of Hungary.

The paper has two main findings. The first is that food products and relating local events cannot create themselves a robust and well-marketable local image outside the region, but may contribute to local identity building. The success of such initiatives is dependent on the characteristics of food products and the human resources beyond the initiatives. Our second finding is that there is a mutual effect among local food, local image and local identity. Our results suggest that the parallel development of the three element leads to successful local food initiatives, visible, touristically marketable local image and strong local identity.

Community Food Projects

C1.15-16

'We would have no wars if there were more Welcome Dinners': Food Hospitality Activism in Sydney

Swan, Elaine, Flowers, Rick
(University of Sussex)

Tuesday 27 June 2017, 10:30 - 11:30

PAPER SESSION 1

Our paper examines the Welcome Dinner Project, a food social venture which brings together 'established Australians' with 'newly arrived Australians' such as refugees and international students through sharing food at potluck dinners. Scholarship on alternative food politics is now well developed, however, very few studies research the growing international movement of food social enterprises - from Germany, Sweden, the US to Australia - which claim to facilitate connections between people of different racial backgrounds through food and hospitality, thereby addressing social injustice and racism. Building on three years of research, our paper illustrates how such food social enterprises enact what we call 'food hospitality activism', at the heart of which are complexities around how the provision of food and its eating produces ideas about host-guest, private-public, home-nation, friend-stranger relations. In particular, we draw on our ethnographically informed research on The Welcome Dinner Project, established in Sydney in 2013, which now operates in all Australian states and territories. Our paper is informed by critical race feminist theory on food, bodies and viscosity, and hospitality scholarship on the in/ethical treatment of strangers by commercial and non-commercial organisations, individuals and States and which defines hospitality as practices which convert strangers into familiars, 'enemies into friends' and 'outsiders into insiders' (Lynch et al, 2011). Drawing on our previous work on bodies, food multiculturalism and food pedagogies, we explore how the Welcome Dinner Project conceptualises and performs hospitality, eating, and commensality through highly specific constructions of what food is and what food can do, which perform a highly particular racialised food politics in Australia at a time of intense racism, xenophobia and Islamophobia (Flowers and Swan, 2012, 2015a/b, Swan and Flowers, forthcoming, Swan, 2014).

Community Supported Agriculture in the UK: Food as an Agent of Change

Humphrey, Ian

(University of Sheffield)

Community Supported Agriculture (CSA) is a relatively new concept in food growing and distribution in the UK; CSA schemes embody principles and practices that have the potential to be replicated and reproduced, or 'scaled up' and 'scaled out' (Johnston and Baker, 2005), thereby addressing issues of sustainability in the food supply chain. In this paper I theoretically position food as a grassroots innovation (Seyfang and Smith, 2007) and socio-technical transition (Rip and Kemp, 1998) that has the potential to act as an 'agent of change' (Stocker and Barnett, 1998).

CSA is a potentially transformative model of agriculture that seeks to redress a range of social, economic, and environmental problems associated with conventional agriculture. The model is exemplary of the 'turn-to-the-local' (Feagan, 2008) and the reconnection of communities with the source of their produce. CSAs involve a direct relationship between producers and consumers (who are frequently one and the same), whereby members invest in a share of the season's fruit and vegetable harvest; internalise the risks associated with growing; and accept seasonal variations in the type, quality and volume of produce (Henderson and Van En, 2007).

Drawing on an extended ethnographic case study of two nascent CSA schemes in the UK, I claim that food can be conceptualised as a bottom-up grassroots innovation that constitutes a pathway of socio-technical transition to a more localised and sustainable form of agriculture. I argue that CSA promotes community cohesion; social justice for farmers; environmentally-responsible food cultivation, and signals a radical break-out from the hegemonic, unsustainable regime of globalised agri-food. I maintain that grassroots innovations and socio-technical transitions are important analytical paradigms for the study of social movements because they interrogate the political ecology of food regimes (Lawhon and Murphy, 2012).

Tuesday 27 June 2017, 12:00 - 13:00

Paper Session 2

Faith and Food Projects

AUDITORIUM C2.12

"Bringing Heaven Down to Earth": the Purpose and Place of Religion in UK Food Aid

Power, Madeleine, Small, Neil, Doherty, Bob, Pickett, Kate E.

This paper derives from a study of food aid in a multi-ethnic, multi-faith city in the North of England. It asks how the provision of food charity differs according to religion and how such differences align with religious conceptions of both philanthropy and food.

The paper illustrates the internal heterogeneity of faith-based food aid and the importance of sensitivity to the exclusive implications of religion in food aid. Faith-based food aid is highly prevalent, particularly among emergency provision. The vast majority is Christian, while Muslim food aid is in the relative minority, despite the local context. There is a spectrum of types of food aid according to the strength of an organization's acceptance of religious doctrine and religious institutions. Doctrine is a key motivation among Christian organizations for their provision of food. Among Muslim food aid, motivation stems primarily from unmet need and secular principles of charity. The fact that the clients at faith-based, particularly Christian, food aid in Bradford did not reflect the local religious demographic is a cause for concern in the light of the barriers identified, notably the imposition of religion on some clients. This concern is heightened by the co-option of faith-based organizations by the state as part of the 'Big Society' agenda. There exists a real danger that faith-based food aid will be used as an inadequate and, potentially exclusive, safety-net.

Community, Communal Eating, and Religious Identity in a 'Dinner Church'

Skinner, James

(City University of New York)

Drawing on data from a qualitative case study of a 'dinner church' in Brooklyn, New York, this paper examines the relationship between food and the formation of religious communities and identities.

The creation of a strong religious community is of course a primary goal of most churches and religious institutions. Churchgoers themselves often report that they value being part of a church community, and food, in various ways, often plays a role in the formation and maintenance of religious communities. However, churches face the challenge of how to foster strong community, particularly in the context of cultural trends towards individualism and voluntarism, and other competing sources of community and meaning, besides religion, in modern secular society. In order to fully realise the potential of church-as-community, and to actually create successful religious communities, churches will have to tackle this challenge in creative ways.

This paper, based on my doctoral research, explores how St. Lydia's, an innovative 'dinner church', tackles the challenge of creating a strong community through the central practice of a communal meal around which its worship takes place. Using data from in-depth-interviews with clergy and congregants at the church, as well as participant observation within the church, I explore the various meanings of food and the communal meal within the culture of the congregation, beyond it being a Eucharistic meal.

The findings suggest food and the communal dinner at the church have a variety of different meanings for the congregants and the congregation as a whole. The meal is an important source of social capital for many congregants, with communal eating providing an informal site of intimate social interaction between strangers. The sharing of food within the culture of the congregation is also closely tied to a theology of acceptance and hospitality.

Shifting Production

C2.14

Scramble for Land: Fostering the Allies of Food Production Systems

Obi, Afamefuna, Tonner, Andrea, Wilson, Juliette

(University of Strathclyde)

Food production is facing a bold challenge for its primary resource - Land. In Scotland, where this study is situated, food producing farmlands are increasingly being diverted for the production of a range of non-food products including bio-fuels, pharmaceutical crops and industrial fibre crops. Worryingly for the food sector, the trend for alternative land use aligns with declining economic returns from traditional food-producing agriculture and a trend for farmers to diversify as a means of bolstering ailing profits (average farm income is £45,000 and 9% fail to make a profit at all). It is also important to note that ongoing financial support to farmers, such as direct payments, to encourage food production systems have failed to curb the steady diversion of agricultural land for other uses.

This paper proposes that non-food diversion of agricultural lands can be stalled and possibly reversed by focussing on small farms and encouraging diversification within food production activities like specialist farming and value added activities. The majority of farm holdings are small, specialist businesses. Many small farms make little profit from core-agriculture and are reliant on a range of diversification options to supplement farm income. However, their choice of diversification strategy has direct implications for our food production systems. The UK produces less than 60% of our food needs and further non-food cropping leaves us vulnerable to food security shocks.

We examine the motivations and competencies of small farmers who are diversified within value added and specialist food activities. We identify the factors that promote and impede these activities and the underlying competencies required to perform them. The results of this research are policy relevant in identifying structural interventions that sustain food production systems.

Consumption, Perceptions and Production

C2.15

'I wouldn't delve into it too much': Public Concerns (or not) About the Contemporary UK Food System

Draper, Alizon, Roberts, Caireen, Gill, Val, Lepps, Hayley, Green, Judith
(University of Westminster)

Since the end of the second world war food systems in high income countries have become increasingly complex with foods coming from distant lands and often passing through multiple stages running from harvesting, preservation, formulation into composite foods, packaging, through to distribution and finally retailing. So much of what we eat has thus travelled a long and complicated route, but for most of us it is only the final steps – those of purchase and consumption – that are visible to us. It has been speculated this growing complexity of the food system and, as part of this, the distancing of the consuming public from the processes by which food is produced has led to new risks and anxieties about food. We examined public understandings and concerns about food supply chains as part of an ESRC-FSA funded project conducted 2014-16 using deliberative workshops conducted across the UK. We found that for most people most of the time the food system and food supply chains are abstract and opaque concepts with awareness of particular steps, including those to ensure safety and quality, limited. Choosing and buying food is an everyday habitual practice and any overt concerns with safety or other concerns about food supply chains compete with other concerns, such as price and convenience. There was a small group of people who pro-actively sought out information and made conscious choices to eat/not eat certain foods because of particular political, ethical, and/or religious values, or health conditions. But most people were largely disengaged and disinterested about where their food came from and some 'were not bothered'. While the trust invested in different actors in the food supply chain varied, it was a key strategy in maintaining confidence in the foods people bought and ate and was a means of bracketing 'not-knowing'.

From Scratch (Ignore the Itch): Moral Economies of Ready-Made Food in the UK

Wheeler, Kathryn Marie
(University of Essex)

Ready-made foods have become a stable feature on supermarket shelves in the UK and other parts of the world. Yet many people are reluctant to admit to consuming such foods and often use terms like 'cheating' or 'unhealthy' when comparing them to the morally superior 'cooking from scratch'. This paper reflects upon this paradox, presenting data from a wide range of sources, including in-depth household interviews, focus groups, expert interviews and the Living Costs and Food Survey. It asks why some of our respondents displayed shame/guilt when they admitted to using ready-made products, as well as feeling the need to legitimise their use of it. This paper argues that moralities around the consumption of ready-made foods are formatted and framed within a broader moral economy. Building on a theoretical framework developed to understand the moral economy of work and employment (Bolton & Laaser 2013) and informed by three key thinkers (Polanyi 1944; Sayer 2005; 2011; Thompson 1971), this paper explores how moral principles interact with forms of state regulation, collective food customs promoted by chefs, media and NGOs and the everyday reflections of consumers.

Global Issue C1.15-16

Food Justice, Labour and Livelihoods Amid a Forgotten War: From Meaning to Reality in Yemen

Azoh, Jose

(Investigación & Acción, A.C)

Since 2011, unrest has disrupted productive life and livelihoods in currently torn-war Yemen --the poorest country of the MENA* region--, to a point where the GDP* plunged near to 11% and 80% of the population need aid. International humanitarian laws are violated with the restriction, and/or denial of medical and food aid deliveries in a context of water declining and severe food scarcity. In addition, there is a wide gap among funds pledged, funds available, and funds needed to provide assistance to populations that have been experiencing a shift from poverty to misery since 2014. However, the international spot is on Syria where fighting ISIS is a priority, thus making of the Yemen bloody conflict a forgotten war. In such an unfavorable context, food justice along with a focus on the protection of the most vulnerable groups, not only from snipers and bombardments, but also from deprivation nutrition, demands attention. Based on quantitative and qualitative secondary data, this contribution seeks to address the absence of food justice as a preexisting condition, and more specifically, aims to highlight how Yemeni infants and children are impacted in a troubled context. The country is now on the brink of famine with two million already afflicted by malnutrition. 320,000 cases of severe acute malnutrition were detected out of 1.3 million of malnourished children. The post medical treatment panorama remains unchanged, with subsistence farmers, traders, unpaid civil servants, housewives actively prevented from producing, buying, distributing, processing food, feeding themselves and their families. Charity and medical efforts have been playing a fundamental role in sustaining and saving lives. However, social and food-related research, practice and policy should not allow that lives, livelihoods, and opportunities at every turn, be shaped and limited by persistent poverty and social injustice ante, during and post-war.

Tuesday 27 June 2017, 13:45 - 14:45

Pecha Kucha Session 2

Communities AUDITORIUM C2.12

'We need to survive': Integrating Social Enterprises Within Community Food Initiatives

Tonner, Andrea, Wilson, Juliette, Gordon, Katy, Shaw, Eleanor
(University of Strathclyde)

In this paper we examine the impacts of social enterprise on individual and community health and well-being. We focus on community food initiatives and explore how longstanding non-profit models in the community food sector are integrating profit bearing social enterprise within their structures. We consider the impact of these changes on the social determinants of health and the influence of structure on health outcomes.

There is a well-established need to address health inequalities by looking at social factors that can impact health. Community-led initiatives have developed as a means to tackle the wider social determinants of health using community based action. Many such initiatives are reliant on uncertain funding for survival leading many to integrate profit generating social enterprise activities within their portfolios.

This study uses an interpretive qualitative approach working with two community food social enterprises. We find that social enterprises can impact all layers of the social determinants of health model but that there is greater impact on individual lifestyle factors and social and community networks. Impact on socio-economic, cultural and environmental inequalities is more constrained. We present evidence of a range of structural factors which enable and constrain impact at all levels.

This study builds understanding on the role of social enterprises as a key way for individuals and communities to work together to build their capabilities and resilience when facing health inequalities. Building upon previous work, it provides insight into the practices, limitations and challenges of those engaged in encouraging and supporting behavioural changes. The paper contributes to a deeper insight of the use, motivation and understanding of social enterprise as an operating model by community food initiatives. It provides evidence of the impact of such social enterprises on the social determinants of health.

'I don't really like this, but it's all there is'. Welfare Reform, Low-Income and Food Insecurity

Halligan, Joel, Moffatt, Suzanne, Bambra, Clare, Wrieden, Wendy
(Newcastle University)

The UK government's programme of 'welfare reform' has, amongst other things, led to cuts to the real-terms incomes of many benefit claimants. At the same time, the use of food aid in the UK has grown significantly which, it has been argued, is indicative of a crisis of food insecurity occurring amongst those on low incomes.

Given the links between food and health, it is important to understand how food insecurity is negotiated and the processes by which it may shape people's food choices and influence diet-related inequalities in health. This research aims to explore this, in the context of the ongoing impacts of welfare reform.

Working-age people, affected by one or more changes to benefits, were recruited from a disadvantaged, urban area in Northeast England. Semi-structured interviews were conducted with participants.

Eighteen people (8 male, 10 female) aged between 22 and 61 years were interviewed. Participants perceived their food choices to be strongly shaped by their current financial circumstances, and that income losses as a result of welfare cuts have had adverse impacts on diet. Participants described complex strategies for obtaining food. These strategies – influenced by food skills, planning skills, and physical access to food – were situated within socially and culturally embedded practices and norms. Participants talked about the monotony of their diet, and the prioritisation of satiety over taste or pleasure. Cost of food tended to be given primacy over nutritional value. Food crises, resulting in having to access food aid, occurred for some participants.

The findings show that the processes linking welfare reform, low-income and food insecurity are complex. However, there are clear implications for the health and wellbeing of those impacted. Policy approaches to address inequalities in diet and diet-related disease need to consider how food insecurity shapes people's food choices.

Community-Led Research Into Food Security and Insecurity: Reflecting on How Who Does the Research Affects How it is Framed, the Process, Findings and Impact

McDowell, Jacqueline, Greenaway, Lesley
(NHS Health Scotland)

This oral paper is based on community-led research into food security and insecurity carried out in three communities in Scotland in 2015/16. The communities involved were a city based migrant community, residents in a peripheral housing estate of a rural town and a community coping with considerable post-industrial re-development.

The research was led by a local community partner organisation in each area, who recruited and supported a team of community or participant researchers to design and complete the research. The commissioner of the research (the author) and a specialist in participatory research methodology (the co-author) provided additional training and support to the teams during the process. This paper is based on the authors reflections of how the characteristics of the three community researcher teams and their differing approaches to framing the research affected the methodology, data gathering, interpretation of findings and subsequent application of the learning. It will touch on synergies and divergences which arose through:

- explicit or implicit reference to a right to food vs good healthy food in the understanding of food security and insecurity
- the nature of partner agencies, their teams and local collaborators (including academic and video production)
- community researcher vs participant researcher role interpretations and inhabitation.

It will use illustrative examples throughout, including brief reference to the findings and their utilisation, the full reports from each community partner can be found here. (<https://www.communityfoodandhealth.org.uk/2016/communityled-research-food-security-insecurity/>)

Food Systems as a Driver of Inequalities: A Comparative Study of the Brazilian Cooperation in Haiti and Mozambique

Lopes Filho, Aurelio, Marcos
(University of Brasilia)

In the last decades, south-south cooperation has focused a lot of efforts to support developing countries in the design and implementation of food security and rural development programs and policies. What caught the attention is that even though with a very high level political commitment with hunger and poverty eradication, expressed by several international agreements such as the MDGs and the SDGs, food security and extreme poverty remains as shameful incomplete tasks for the 21st century. Preliminary results of this comparative study of the Brazilian cooperation in Haiti and Mozambique points out that developing countries are very much tied by a model of development and a food system based in international inequalities that makes almost impossible to them to overcome those challenges. In other words, even with well-designed food security and rural development strategies, the concentration of land, monopoly in food systems, disparities in international trade and a very predatory financial systems are bottlenecks that makes development a very profitable business but not a concrete goal for the global south. Enlightened by conceptual models of inequalities studies, this comparative study aims to better explore how food has a critical role to booth overcome or increase inequalities between people, gender, communities and countries. The first session of this paper will focus on the concept and dimensions of food systems. The second one will explore the links between food systems and inequalities based in the two case studies. And finally some reflections on how food systems could be shaped to overcome inequality and how a more equal world can finally end hunger.

Boundaries of Eating Practice

C2.14

Purity of Food and Boundaries of Edibility

Mäkelä, Johanna, Niva, Mari
(Department of Educational Sciences)

In a Douglasian sense, food classifications are needed to maintain social order. Our eating is all about various classifications and rules of edible and inedible food. Since food is a substance that breaks the boundary between the outside and inside of the body, drawing on purity is one of the ways in which food is conceptualised and defined as edible. Modern food classifications, diets, and rules relating to them are means of controlling and reducing ambiguity in the world. They help create clearly defined boundaries around what is regarded as 'pure food'. In western food discourses, reference to purity is used to produce otherness and to draw a line between 'our' and 'their' food.

This presentation explores the current dimensions and classifications of 'pure food' in Finland. Firstly, we analyse the principles of various plant-based diets as presented in popular books and the media, and show how such diets utilise accounts of the pure and the natural as a token of their efficacy and moral virtuousness. Secondly, based on an

Tuesday 27 June 2017, 13:45 - 14:45

PECHA KUCHA SESSION 2

analysis of the referral debate of Government Reports on Food Policy at the Finnish parliament in October 2010 and March 2017, we explore how the framing of food produced in Finland as pure refers to, exploits and potentially amplifies the notion of national identity and strengthens both symbolic and geographical boundaries. Finally, we discuss how the boundaries between edible and inedible are transformed and transgressed in relation to food defined as pure, unclean, natural or artificial. We ponder how future food consumption is shaped by technological and material transformations and the ongoing diversification, fragmentation, and hybridisation of culinary cultures.

Eating Less Meat to 'Save the Planet'? Studying the Development of Sustainable Eating Advice

Fletcher, Isabel
(University of Edinburgh)

Recently published healthy eating guidelines in several countries - including the Nordic countries and France - have included sustainability criteria by, for example, advising individuals to eat less meat or consume local and seasonal produce. Incorporating evidence about the environmental impacts of eating into these guidelines is a difficult task. Research into the effects of diet on population health, and into the environmental impacts of food production form two large bodies of research. Attempts to combine these separate bodies of knowledge into straightforward recommendations for the general public require complex judgements about how to reconcile sometimes contradictory and incomplete evidence.

The development of new policy links between diet, environment and health thus provides an excellent opportunity to investigate the kinds of evidence mobilised in developing a novel form of 'policy science'. It also prompts further questions about both the nature of dietary guidelines and their relationship to population-level changes in eating patterns. Guidelines are an everyday form of regulation, based in models of individual choice and control. Not only has research consistently shown them to be largely ineffective in changing behaviour, but their basis in individual choice is hard to reconcile with the collective aspects of sustainability criteria.

This presentation is based on the theoretical framework and some early results from an on-going interview-based study into the development of sustainable healthy eating guidelines in the UK and Denmark. I will use this material to examine how the incorporation of sustainability criteria may change our ideas both about healthy eating and about the nature of dietary guidelines.

The Making of an Emerging Practice of Insect Eating

Niva, Mari, Jauho, Mikko
(University of Helsinki)

In many regions of the world, insects are a traditional part of the diet. Similar to most western countries, however, in the Finnish food culture insects have not been categorised as edible objects, nor are they currently allowed to be sold for human nutrition. In addition to the classic opposition between the edible and the unedible, the meanings assigned to insect eating ('entomophagy') play with several contrasts that characterise discourses on food today, such as pure/impure, exotic/familiar, us/them, safe/dangerous, or, in more general terms, the good and the bad about food. Framed as one potential solution to unsustainable patterns of food production and consumption, the emerging 'insect cuisine' or 'insect economy' (see, e.g., nie.fi) is stirring up public discussion, consumer interest, enthusiasm among farmers and start-ups, and academic and legal attention in Finland and all over the world.

This public bustle suggests that a practice of insect eating inspired by both sustainability concerns and culinary enthusiasm is emerging. Based on practice theory, this paper investigates how insect eating is currently being framed, promoted, and normalised by various actors involved. Based on fieldwork and interviews in spring 2017, we focus on the meanings, materialities, and competences related to insect eating/economy. The study is based on an analysis of 1) public documents, programmes, and media material, 2) interviews of key actors, particularly insect start-ups, farmers, event organisers, researchers and regulators, and 3) observation in food events and festivals. The paper presents preliminary findings on the ways in which the emerging practice of insect eating in Finland is being configured, advanced and made 'normal'. For instance, we are interested in the negotiations pertaining to the ethics of insect vs. other animal farming, the benefits of insect vs. vegetable protein, and visions of high-end, premium insect products vs. mass production of insect material.

Converts, innovators and long-time vegans - Analysis of the vegan movement in the 2010s

Jallinoja, Piia
(University of Helsinki)

Until recently, veganism has been a marginal diet in Western countries. Recently the vegan diet has been prominently in the public eye, and it is associated with product innovations and social media events. In Finland, examples are Vegan Challenge (since 2014) and Vegan Fair (since 2017). The presentation will track the transformation of a

marginal diet followed by "sprout hippies" into a movement attracting not only vegans, but consumers not intending to abandon animal products completely. The presentation will provide an analysis of the ways in which veganism is currently being applied and justified. The presentation contains quantitative analyses of vegans/vegetarians in the population (survey data, 1980-2016) and of veganism-related activity on social media (data by Futusome), and qualitative analyses of the narratives of Vegan Challenge participants and the presentations of Vegan Fair. Preliminary findings indicate, first, that from the 1980s onwards 3-7% of Finns followed a vegetarian diet, and even fewer were vegans. Second, novel plant-based innovations and vegan events are eagerly discussed in social media. Third, the vegan movement does not seek only to raise awareness about veganism and its ecological and ethical justifications, but it also seeks to actively shape the public image of veganism. Health, nutrition and taste are frequently set as boundary conditions for experimenting with or converting to veganism. Moreover, vegan food is being normalized and presented both as fine dining and as convenience food. By substituting meat and dairy products with plant-derived products, veganism challenges the key elements of culinary culture. Still, vegan foods are presented as tasting and looking like non-vegan foods and suitable for everyone, even for athletes and "masculine men". In these processes, events and social media play a central role.

Culinary Labour C2.15

'I feel like this apron makes me invisible' - Investigating Precarious Lives and Restaurant Work

Etoria, Verdine
(Teesside University)

This paper presents findings from an ethnographic study of restaurant workers in Leeds, England. The study reveals subjective experiences of the flexibilisation and casualisation of labour in an under-studied and misunderstood sector. With the accelerated 'dismantling of work' (Boltanski and Chiapello, 2004), more people in de-industrialised urban centres depend on precarious, service industry labour. These formerly transient (perhaps superficial) jobs are being re-positioned as creative and rewarding 'cool' employment options for young people (Besen-Cassino, 2014), particularly in cities like Leeds where retail and leisure economies have transformed the fortunes of the city.

Whether this challenges or exacerbates the proposition that the Precariat are denied a fulfilling 'occupational identity' (Standing, 2011) is examined through identification of distinct 'occupational rhetorics' (Fine, 2008, 1996). Respondents demonstrate remarkable sensitivity to sociological themes like cultural capital, self-governance and risk. They intone a blasé attitude to normative ideas of progression and a disdain for institutional employment whilst claiming resilience to the effects of precarity by forming 'unofficial networks'.

I ask if this is peculiar to the sample group? Are such strategies available to everyone? Could this resistance instead reflect acquiescence to a 'capitalist realism' (Fisher, 2009) that is reproduced by social agents? Is the crisis in capitalism forcing middle classes to colonise traditionally working class industries as pathways of 'occupational hereditary' (Bourdieu, 1984) are limited by the crumbling of structures and institutions. Are the middle classes reproducing their position by imbuing these occupations with notions of 'craft' and 'artistry' that are exclusive and alienating to lower socioeconomic groups?

These open-ended conclusions form the basis of an on-going doctoral study that captures a wider diversity of participants over a greater number of sites aiming to make a unique contribution to the study of food, culture, work and society.

Women Chefs and Domestic Cooks: How Can we Understand their Relationship to the Culinary in Two Distinct Spheres, the Public and Private?

Farrell, Mary
(Dublin Institute of Technology)

Women's relationship to food and domestic cooking has been identified as historically rooted in the feminine, typically defined with nurturing and caring descriptors, in their roles as mothers and wives in the private realm. Considering this gendered relationship it is interesting to consider women chefs relationship to food and cooking in the professional culinary world. Is it possible to uncover a common theme or, is it the case that the professional public space of work offers women chefs an alternative relationship to food and the skill of cooking?

Having undertaken the first ever national survey on gender equality of the chef profession in Ireland, an international first, this paper reveals the deeply embedded connections between food, our social gendered understanding of the skill of cooking and the feminine, that hark back to the domestic. By analyzing the quantitative and qualitative data within the survey, this paper begins to open up the discussion on why women chefs remain poorly represented at top culinary positions in Ireland specifically, while also considering its implications for the wider international culinary chef world. In addition, the multiplicity of comments embedded within this survey from both men and women chefs expand

Tuesday 27 June 2017, 13:45 - 14:45

PECHA KUCHA SESSION 2

our understanding, both of the gendered chef profession and its intersection with the larger society and the culture that pertains to it. This survey prompts us to consider the challenges facing gender equality activists in this profession, helping begin the discussion on the possibilities of addressing the complexities of the situation.

'Get the Glow': Female Entrepreneurship and Digital Food Cultures

O'Neill, Rachel
(University of York)

Over the past two years healthy eating entrepreneurs such as Ella Mills (Deliciously Ella), Jasmine and Melissa Hemsley (Hemsley + Hemsley) and Madeleine Shaw (Get the Glow) have achieved ever-greater levels of cultural visibility and commercial reach in the UK. While the actual content of their diets vary, each promotes a plant-based approach to eating that variously precludes gluten, sugar, dairy and/or meat. This paper takes the figure of the healthy eating entrepreneur as a new kind of cultural intermediary in order to strike at the question: 'What is food?' Two key themes are of interest. The first centres on the meaning of food in digital culture, most especially on the social media platform Instagram. I argue that the visual character of the site promotes an aesthetic orientation towards food, where comestibles become a means to both market the self through the creation of a distinctive 'food style' and a means to beautify the self through selective consumption designed to enhance 'glow'. The second theme centres on food labour. Here I consider how the cultural spotlighting or luminosity of healthy eating entrepreneurs – the majority of whom are young, white and class-privileged women – is part of a wider endeavour to revalue food work as creative labour. I examine how this form of enterprise is being marketed to women across a range of sites, from lifestyle magazines to the financial press. I connect this pattern to a more general positioning of young women as entrepreneurial subjects par excellence (Gill & Scharff, 2011), a framing that obscures the persistence of gender and other inequalities within the food and creative industries.

Ritual, Secrecy, and Performativity in Biodynamic Winemaking

Dennis, Krysta
(Siena College)

Biodynamic winemaking, based on the 1924 lectures of Rudolph Steiner, has gained in popularity in recent years, but has also incurred extensive criticism. This paper will explore the performativity of biodynamic winemaking, a process described by Isabelle Legeron as 'beyond organic.' In order for a wine to be certified biodynamic, a winemaker must not only adhere to agricultural practices similar to organic farming, but also perform a variety of performative rituals associated with biodynamics and the phases of the moon, prompting Katherine Cole to refer to them as 'voodoo vintners.' Practitioners of biodynamics purport that these practices not only help to heal the ecosystem of the vineyard, but also act as a preventive measure for agricultural problems. Critics of biodynamics argue that the ritual aspect is 'just a show' performed not for vineyard health but for marketing purposes. Aware of these criticisms, some winemakers who are impressed by the quality of wine produced through biodynamics practice the associated rituals in secret in order to avoid being associated with the technique. Are the rituals of biodynamic winemaking good for the earth, or are they merely a marketing sideshow? This paper will examine this question utilizing several case studies of biodynamic wine producers and organic producers opposed to biodynamics in the Willamette Valley in Oregon.

Making Food Cultures

C1.15-16

The Original Taste of Real Food: The Discursive Formation of Taiwan's Food Education

Hung, Ming-Tse
(University of Edinburgh)

With repeatedly occurring food safety scandals in Taiwan since 2010, it is argued that Taiwan's food problem cannot be rooted out unless people start being given the right knowledge about food, food education is then proposed to enhance people's understanding of what they eat. This research aims to analyze the development of food education in Taiwan as a discursive field, explaining how foods have been problematized in a different way from nutrition. What is real food? How is this question raised, answered, and put into practice?

Adopting a Foucaultian method of discourse analysis, this study aims to describe the discursive network where food becomes an object not only to eat but to know. To explore how the realness is becoming a more critical question we have to ask about foods, the researcher examines the bill of Food Education Basic Law, local projects, and teaching

materials, government documents, newspapers and magazines, arguing that the correspondence between the taste and the nature of food is invested as a rule to distinguish the real from the fake.

After examining the problematization of the taste of food, this paper then looks into the pathologization of the impaired sense of taste, illustrating how it turns from the symptom caused by other illnesses to the cause of illnesses and necessities the training of taste as a therapy. By asking the question of real food and the training of taste, food education discourse is then able to establish itself and develop a different way of knowing foods from nutrition and a distinct set of discipline practices.

Milk Politics: Contaminated Milk and Risk Politics in Postwar Japan

Tamari, Tomoko

(Goldsmiths, University of London)

The aim of the paper is to provide further insight into Ulrich Beck's notion of 'risk society' by examining a Japanese case-study of the scientization of food. The paper explores how milk was utilized in public medical discourse and state governmentality in postwar Japan and focuses on a poisoned milk incident. In the aftermath of World War II, Japan sought to reduce the high infant mortality and death-rate of pregnant women, to facilitate more rapid population growth.

Accordingly, in 1948, the Eugenics Law was established and the guidelines for pregnancy and baby health were revised. This led to the public promotion of powdered milk which was presented to as the perfect food for infants and recommended by gynaecologists, paediatricians and hospitals. Consequently, the myth of the superiority of powdered milk over mother's milk become established. The expanding dairy companies, such as Morinaga, also vigorously promoted formula powdered milk with alluring imagery stressing its scientific, sophisticated and modern nature, a strategy intended to appeal to the rising number of working mothers. In 1955, in the context of increasing use and legitimacy of powdered milk, the Morinaga arsenic-poisoned milk incident occurred and caused 13,442 new-born babies to be poisoned, with 131 deaths. It generated huge anxiety and public anger. In line with Beck's analysis of 'the invisible risks of civilization', the incident shows the negative side-effects of scientism and the tension between the state and its citizens. As was the case with notorious the Chisso-Minamata disease (1956), citizens became suspicious of government assurances and scientific and medical experts, resulting in greater public activism. The incident can be seen not only as resulting from the cosy-relationship between manufacturers, government, health authorities and scientists, but also as evidence of the threats and negative consequences of modernization.

Index by First Named Author

., Qurrat-ul-Ain., Professor Wendy Wills, Dr Angela Dickinson Food & Society	18	Kristensen, Søren Tange ., Health	33
Adlam, John., Turner, K., Parsons, J., Goodall, J., Ali G, Harvey, A., Plumb, C., Thompson, J., Nott, S. Health	12	Lambie-Mumford, Hannah., Arcuri, S., Loopstra, R. Community Food Projects	13
Albon, Deborah., Childhood and Youth	34	Lopes Filho, Marcos Aurelio., Communities	43
Azoh, Jose., NONE Global Issue	41	Godin, Laurence., A. Ernstoff Health	29
Bergman, Karolin., Helena Elmståhl, Christine Persson Osowski, Food & Society	19	MacIntyre, Helen., Food & Society	15
Bhatia, Anjali., Childhood and Youth	30	Mäkelä, Johanna., Mari Niva Boundaries of Eating Practice	43
Bimbi, Franca., Food & Society	19	McDowell, Jacqueline ., Lesley Greenaway Communities	43
Bittner, Melanie., Food & Society	16	Megyesi, Boldizsár., Bernadett, Csurgó Food and Identity	37
Boni, Zofia., Methodology	32	Newling, Jacqueline., Methodology	27
Brannen, Julia., Methodology	25	Newstead, Kim., Jacqui McDowell Food & Society	16
Cardoso, Ryzia ., Juçara A.B. Soledade, Lara C.C. Pena, Tereza C.O. Oliveira Food & Society	20	Niva, Mari., Dr. Mikko Jauho Boundaries of Eating Practice	44
Chowbey, Punita ., Health	29	Noonan-Gunning, Sharon., Health	28
Connolly, Annie., Childhood and Youth	16	Obi, Afamefuna., Tonner, A., Wilson, J. Shifting Production	39
Corposanto, Cleto., Pagano, U. Health	28	O'Neill, Rachel., N/A Culinary Labour	46
Dennis, Krysta ., Culinary Labour	46	Paddock, Jessica., Jennifer Whillans, Alan Warde Methodology	36
Draper, Alizon., Roberts, C., Gill, V., Lepps, H., Green, J. Consumption, Perceptions and Production	40	Parsons, Julie., Health	22
Etoria, Verdine., Culinary Labour	45	Persson Osowski, Christine., Mattsson Sydner, Y. Food & Society	31
Farrell, Mary., Culinary Labour	45	Pirani, Daniela., Food & Society	17
Fletcher, Isabel., Boundaries of Eating Practice	44	Power, Madeleine, Faith and Food Projects	39
Giacoman, Claudia., Family Meals (International Perspectives)	25	Ranta Ronald Methodology	27
Godin, Laurence., M. Sahakian Food & Society	20	Sam, Lucy., Dr Jennie Macdiarmid and Dr Tony Craig Food & Society	21
Halligan, Joel., Suzanne Moffatt, Clare Bambra, Wendy Wrieden Communities	42	Savona, Natalie., Dianna Smith, Claire Thompson Health	22
Holm, L. Keynote	10	Skinner, James., Faith and Food Projects	39
Humphrey, Ian., Community Food Projects	37	Spring, Charlotte., Conceptualising contemporary food challenges	24
Hung, Ming-Tse., Making Food Cultures	46	Tamari, Tomoko., Making Food Cultures	47
Jallinoja, Piia Boundaries of eating practice	44	Thomson, David., Food & Society	17
Janhonen, Kristiina., Childhood and Youth	30	Throsby, Karen ., Conceptualising contemporary food challenges	23
Jarosz, Ewa., Family Meals (International Perspectives)	26	Timotijevic, Lada., Emily Porth and Monique Raats Health	22
Khanijou, Ratna., Food & Society	17	Todd, Valerie., Health	33
Knight, Abigail., Rebecca O'Connell and Julia Brannen Childhood and Youth	34	Tonner, Andrea., Dr Juliette Wilson, Ms. Katy Gordon, Prof. Eleanor Shaw Communities	42
Kopczynska, Ewa., Food & Society	19	Torkkeli, Kaisa., Methodology	27
		Tuomainen, Helena., Food and Identity	36
		Waling, Maria ., Ljung Malin, Caesar Sofie and Olsson Cecilia	

Index by First Named Author

Childhood and Youth	30	Methodology	12
<i>Wheeler, Kathryn Marie.</i> , Consumption, Perceptions and Production	40	<i>Wilson, Marisa</i> Methodology	32
<i>Wills, Wendy., Dickinson, A.</i> <i>Wills, Wendy., Dickinson, A., Lukk, D., McClinchy, J., Phull,</i> S.		<i>Winter, Rachel., Bissell, P., Burr, J.</i> Methodology	25

BRITISH
SOCIOLOGICAL
ASSOCIATION

Bailey Suite, Palatine House,
Belmont Business Park,
Belmont, Durham, DH1 1TW

Telephone: +44 (0)191 383 0839

Enquiries: enquiries@britsoc.org.uk

Events: events@britsoc.org.uk

Publications: publications@britsoc.org.uk

Twitter: @britsocio

www.britsoc.co.uk