

**L'Association canadienne des études sur l'alimentation Conférence de 2011**  
**EXPLORER LE CHANGEMENT À TRAVERS L'ALIMENTATION**



**Canadian Association for Food Studies 2011 Conference**  
**EXPLORING CHANGE THROUGH FOOD**

**le 28 au 30 mai, 2011**

**May 28 – 30, 2011**

**University of New Brunswick and St. Thomas University, Fredericton**

For more information contact: CAFS2011@gmail.com

19:00 – 21:00	Friday, May 27 – Special screening: "And this is my garden..." see synopsis, page 16 Wu Centre 217 (Aitken Room)		
Day 1	Saturday, May 28		
7:30 am - 5pm	Registration - Wu Centre B199 (Main Foyer) Exploration Gallery <i>'the art of food'</i> (8am – 6pm) - Wu Centre 103 (Chancellors Room)		
9:00 - 10:30	Breakfast (not provided) and self-guided tour of the Fredericton Farmers' Market < <a href="http://www.boycefarmersmarket.com/">http://www.boycefarmersmarket.com/</a> >, see <b>map</b> , last page.		
10:30 – 12:00	Opening Plenary: <i>Exploring change through food: resilient models and policies</i> Wu Centre 110 (Kent Auditorium)		
12:00 – 13:00	Lunch (not provided)		
13:00 – 14:30	Session 1-A <i>Food Policy and Sustainability</i> Wu Centre 100A	Session 1-B <i>Drive-Thru Food Talks: Pecha Kucha Session</i> Wu Centre 209	Session 1-C <i>Discovering the Culture of Consumption</i> Wu Centre 210
14:30 – 15:00	Break		
15:00 – 16:30	Session 2-A <i>Changing food discourses</i> Wu Centre 100A	Session 2-B <i>Food system, school system: exploring the connections</i> Wu Centre 209	Session 2-C <i>Food, gender and Identity</i> Wu Centre 210
16:30 – 17:00	Break		
17:00 – 18:30	Special student session: <i>Food Studies, CAFS, and the Graduate Student Experience: A Round-Table/Open Space Discussion</i> Wu Centre 100A		
19:00 - ?	Meet us at <i>The Garrison District Ale House</i> , 426 Queen St., Fredericton, NB		

Day 2	Sunday, May 29		
9:00 – 12:00	Jemseg River Organic Farm Tour (rain or shine)		
12:00 – 12:30	Lunch (not provided)		
12:30 – 13:30	A conversation with Geoff Tansey – <i>Choosing the future and avoiding world war three - food is the key</i> Wu Centre 209		
13:30 – 15:00	Session 3-A <i>Participatory Action Research and the Food Movement: Issues, Ideas, and Insights</i> Wu Centre 208	Session 3-B <i>Place, food, and culture I</i> Wu Centre 209	Session 3-C <i>Globalization and Shifting Food Regimes</i> Wu Centre 103 (Chancellors Room)
15:00 – 15:30	Break		
15:30 – 17:00	Session 4-A <i>Food sovereignty explored through participatory video in North Manitoba</i> Wu Centre 208	Session 4-B <i>Place, food, and culture II</i> Wu Centre 209	Session 4-C <i>Food and History (The Exploration of Old is New)</i> Wu Centre 103 (Chancellors Room)
17:00 – 18:00	Break		
18:00 – 19:00	Keynote: Dr. Amy Trubek - <i>The Place of Taste in our Food System: An Exploration of Quebec and Vermont</i> Wu Centre 110 (Kent Auditorium)		
19:00 – ?	CAFS 100-Mile Banquet, doors 7pm, dine 7:30 – Wu Centre 103 (Chancellors Room) Cost: \$30, \$25 for student/retirees/under-waged. <a href="#">See page 12 for details.</a>		

Day 3	Monday, May 30			
9:00 – 10:30	<p>Session 5-A <i>Transforming the Urban Food System</i> Wu Centre 208</p>	<p>Session 5-B <i>The one who grows it, knows it: the role of farmers in food system change</i> Wu Centre 209</p>	<p>Session 5-C <i>Food access I</i> Wu Centre 103 (Chancellors Room)</p>	
10:30 – 10:50	Break			
10:50 – 12:20	<p>Session 6-A <i>Canadian Food Systems and Policy Councils: Exploring diversity, challenge, and success</i> Wu Centre 208</p>	<p>Session 6-B <i>Growing Food Security in Alberta (GFSA) - A case study 2010-2011</i> Wu Centre 209</p>	<p>Session 6-C <i>Food access II</i> Wu Centre 103 (Chancellors Room)</p>	<p>Session 6-D <i>Natural selection: food system evolution</i> Wu Centre 203</p>
12:30 – 13:30	<p><i>CAFS Annual General Meeting</i> - snacks provided – Be There! Wu Centre 103 (Chancellors Room)</p>			

# Detailed Program: CAFS 2011

Saturday, May 28

**Self-guided tour:** Self-guided tour of the Fredericton Farmers' Market, map last page.

**Opening Plenary:** *Exploring change through food: resilient models and policies*

**Chair:**

Tim Lang

Amy Trubek

Geoff Tansey

Susan Machum

David Daughton

## Concurrent Sessions

\* Denotes session chair.

**Session 1-A: *Food Policy and Sustainability***

*In search of food sustainability*

Susan Machum\*, Department of Sociology, St. Thomas University

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The rural-urban continuum and relationships between rural and urban communities have a long history of dispute and conflict. The story of the 'country mouse' versus the 'city mouse' continues to resonate throughout popular culture and within academic research and debate. This paper explores its presence in the 'urban sustainability' literature. This literature essentially draws a line in the sand between urban and rural communities and implicitly, if not explicitly, implies sustainability is a primarily urban issue. Yet, a preliminary review of over twenty urban sustainability texts reveals surprisingly little attention has been given to the question of food production. This paper argues that if geographic spaces — including metro urban areas — are going to be truly sustainable places they will need to seriously address and plan for food production. Rural communities not growing food are just as vulnerable and unsustainable in the long-term as urban ones. What is needed is a more comprehensive food policy that moves us beyond the rural-urban divide. To that end, this paper explores the range of alternative food movement options being pursued and promoted in urban areas and their potential impact on rural spaces. Through its examination of changing food practices, it concludes sustainability is neither an 'urban' nor a 'rural' issue, but rather a societal issue that crosses the rural-urban divide.

*The Greening of Food and Agriculture in China: Organizational Forms in the Organic and Ecological Agriculture Sector*

Steffanie Scott, Department of Geography & Environmental Management,  
University of Waterloo, with co-author Aijuan Chen,  
<sdscott@connect.uwaterloo.ca>

China's agricultural development policy has undergone a profound transformation over the past two decades, from focusing exclusively on agricultural productivity and food security to valuing food safety and environmental protection in rural areas. Since the 1980s, several forms of sustainable or ecological agricultural practices have been initiated and promoted in China, including Chinese ecological agriculture (CEA), green and hazard-free food, and organic agriculture. Various levels of government have supported these practices through subsidies, marketing, and certification programs. This paper identifies the interfaces of government bodies with emerging organizational structures—state-operated farms, local government-operated farms, private enterprise-operated farms and farmer cooperative-operated farms—in the ecological agriculture sector in China. Based on in-depth interviews and secondary sources, we found stronger government involvement in CEA, green, and hazard-free food, but less in organic production.

*Co-existence or Conflict? Identity Preserved, Organic and Transgenic Soybean Production in Ontario*

Irena Ivankovic, Master's Candidate, Faculty of Environmental Studies, York University, <ivankovic.irena@gmail.com>

GE crops have the potential to irreparably contaminate non-GE food stuffs with transgenic material, therefore transgene escape is a problem for food-chain actors wishing to maintain transgene-free product. Canada has to date no policy that addresses co-existence between transgenic and non-transgenic crops. Instead, it is left to the private industry (or individual growers) to implement segregation and confinement protocols in order to maintain non-GE crops free from transgenic material. To date voluntary measures alone have not been able to prevent 'accidental' or 'illegal' transgenic contamination. This study focuses on transgene escape and contamination in post-harvest and seed production processes of soybeans in Ontario. Findings show that accidental post-harvest transgenic contamination of food-grade non-GE soybeans occurs. Although, accidental contamination appears to be manageable within the food-grade non-GE soybean industry, voluntary industry measures fail to address liability and responsibility for the damage caused by transgene escape.

*From local farm to your cafeteria: Integrating local agricultural producers into the institutional and food service sectors in a large urban centre (Montreal)*

Lazar Konforti, Consultant, Équipe de recherch ,  quiterre,  
<recherche@equiterre.org>

How can sustainable food systems reach a wider proportion of consumers and producers without compromising the economic, environmental, and social objectives they have established for themselves? The food service sector has been proposed as a possible vehicle for scaling up as it is a sizable component of the food economy and yet still remains separate from the centralised distribution system that dominates the retail sector. Interviews were carried out with local producers and representatives from school boards while individual food service providers were asked to fill out a 15-question survey. This data and existing literature on food services in Montreal was analysed in light of the obstacles and success factors identified in the international literature. Several possible scenarios for developing sustainable food systems in partnership with the food service sector were presented to a focus group composed of producers and food service representatives for validation and discussion.

### **Session 1-B: Drive-Thru Food Talks: Pecha Kucha Session**

*Stick it in Our Mouths: Towards a Performative Co-Authoring of Gastronomy*

David Szanto\*, PhD student, Special Individualized Program (SIP), Gastronomy, Concordia University, <dszanto@iceboxstudio.com>

In the contemporary Western reality, the divide between those who make food and those who eat it has been powerfully reinforced by post-industrial, economics-driven motives, resulting in a producer-consumer dichotomy. Compounding this split is a hegemony of *expertism*, a culture of reliance on those considered experts, which is particularly present in the food realm. Such "experts" include policy makers, regulators, media figures, medical professionals, restaurant (and domestic) cooks, and activists. The elevation of their societal value enables the consuming individual to abdicate personal responsibility for participating in making food, and for conserving the social, cultural, economic, and biogeophysical environments from which it comes.

This structure repeats itself at multiple framings of the food realm, including both food products and related services—in agriculture, transformation, nutrition, cuisine, media. While it must be acknowledged that a similar divide has existed in pre-industrial, pre-colonial populations, the bifurcation is more profound and more defined in "modern" times and places. Similarly, while it is true that all makers of food are at some point also eaters of food, the two roles are increasingly segregated as well as shackled to specific, divided expectations.

These varied forces, and the arenas and institutions in which they exert an influence on gastronomy, combine to increase the disconnection between food performer and food spectator. The resulting duality ignores that food and

humans are implicitly intertwined, and supports a decline in the well-being of food ecologies as well as, potentially, the emergence of food-system breakdowns. My thesis for this presentation is that moving towards a greater degree of “co-authored” gastronomy, in which the performative role is distributed and co-constituted within a maker-eater collective, may support a more stable—and more interesting—food dynamic overall.

*Buddhist Monks in Northern Thailand: Food and Blessings*

Ellen Desjardins, University of Waterloo, <desj2665@mylaurier.ca>

*Food Labels and Advertising*

Irena Knezevic, Ph.D. candidate, York University, <iknez@yorku.ca>

*Food Hubs: The Missing Piece in the Local Food Puzzle*

Phil Mount, PhD candidate, Department of Geography, University of Guelph, <pmount@uoguelph.ca>

*The Revival of Practical Knowledge about Food Through Education Policy*

Claire Askew, PhD candidate, Policy Studies, Ryerson University, <caskew@ryerson.ca>

This paper explores the importance of home economics as a tool to improve literacy about nutrition, improve personal health and alleviate the environmental impact of current Canadian food consumption practices. In Canada a disproportionate number of health dollars are spent on the treatment of diet-related illnesses. Many of these health problems are relatively recent and can be traced to diets that are high in sugar, salt, and fat. Youth in Canada are vulnerable to diet-related health problems. For example, according to the Chronic Disease Prevention Alliance of Canada, 26% of young people in Canada, ages 2-17, are overweight or obese. Obesity is linked to a number of chronic health conditions, including heart disease, cancer, asthma, diabetes and high blood pressure. (Calle et al., 2003). In addition to diet-related health care costs, Canadian dietary choices are also having a heavy impact on the environment (Chambers et al., 2001). This paper investigates what supports are useful in terms of educational policy to motivate and enable individuals to adopt healthier and more sustainable diets. A significant barrier preventing Canadians from eating nutritious, sustainable diets is a lack of knowledge necessary to make quality food choices and skills needed to make use of basic commodities in a manner that allow people to eat healthy, sustainable foods on a lower budget (Gertler&Jaffe, 2006). Public information campaigns have been launched in Canada to promote healthy eating behaviour (Health Canada, 2007). However, focusing on nutrition knowledge transmission alone is not the answer (Pollan, 2007; Reynolds, 2002). Instead, practical, first-hand experience developing food skills is necessary to empower individuals to take control of their diet and food intake (Smith&Zwart, 2010, Lang and Caraher, 2001). This paper examines whether there is a linkage between home economics education and changes in students’ eating behaviour.



*A method for exploring the ecological embeddedness of organic agriculture*

Charles Sule, Ph.D. student, Environmental Applied Science and Management, Ryerson University, <csule@ryerson.ca>

Organic agriculture was originally proposed and practiced by those who realized the development of farming based on the industrial model was flawed in its ignorance of ecological processes and its failure to nurture biological synergies. Scholars using socio-economic, trade, and labour data have recently suggested that due to huge increases in consumer demand the organic farming sector is coming to resemble its conventional (industrialized) counterpart; however, they have not dealt with the fate of the ecological ideology and methods that historically underpinned organic practices. This paper outlines the approach used to investigate how organic farmers in southern Ontario cope with meeting the ecological imperatives of organic practice in the face of pressure to expand their operations. Actor-network theory is applied to give Nature equal status with people in ascribing this agency, thus situating the ecological values alongside the socio-economic ones in the analysis.

*The Impact of Past and Present Canadian Government Policies on Traditional Food Systems in Aboriginal Communities*

Peter Askew, Undergraduate Student, Honours History and Political Science, McMaster University, <askewp@muss.cis.mcmaster.ca>

This essay explores the ways in which past and present Canadian government policies have impacted traditional Aboriginal food systems. The government's entrenched liberal ideal of individualism has consistently come into conflict with the foundational concepts of reciprocity and interconnectedness that comprise complex Aboriginal food systems. As a result, policies enacted by federal, provincial, and municipal governments have undermined traditional Aboriginal food practices by damaging the quality of environment from which plant and wildlife food sources are harvested. In addition, these policies have created an economic climate in which Indigenous people are increasingly employed in wage labour activities, creating dependence on outside food markets in both rural and urban areas. This essay investigates how these policy decisions have contributed to a nutrition transition in Aboriginal communities, resulting in a profound reduction in consumption of traditional food resources and increasing use of food high in starch, fat, and sugar.

## **Session 1-C: *Discovering the Culture of Consumption***

### *Evaluating Local Food Programs and Consumer Perceptions*

Andrew J. Knight\*, Sr Planning and Development Officer Agriculture, Fisheries and Aquaculture, Nova Scotia Department of Agriculture,  
<KNIGHTAJ@gov.ns.ca>

Despite the growth of local food initiatives, little is known about their effectiveness. This study utilized factor analysis and regression analyses to understand how consumers perceive benefits and barriers associated with local food purchasing and to evaluate the effectiveness of Select Nova Scotia's local food marketing initiatives. Select Nova Scotia is a government program with the goal to increase awareness and consumption of Nova Scotia produced and processed agri-food products by Nova Scotians and visitors. Data was gathered through a web panel survey; 877 respondents completed the survey in June 2010. The analyses show that consumer perceptions of benefits can be categorized as attributes, societal, social, and price. Awareness of Select of Nova Scotia had a positive impact on perceptions of societal benefits and on the reduction of perceived barriers to purchasing local foods. The likelihood of being highly motivated and intending to purchase local foods also increased with awareness.

### *Cosmopolitan eating practices: How openness to diverse eating practices is expressed and valued differently*

Sarah Cappeliez, PhD student, Department of Sociology, University of Toronto,  
<sarah.cappeliez@utoronto.ca>

Through an analysis of interviews on family eating practices obtained from the *Family Food Practices Research Project*, this paper will examine how the meanings of cosmopolitan eating practices differ for persons with more cultural and material resources compared to those with fewer resources. Most respondents in the sample tend to talk positively about a general form of openness to diverse eating practices, yet there are significant differences in how this openness is approached and expressed. This suggests the need for a more refined analytical approach that will allow for the study of different forms of cosmopolitanism. Using empirical data, the purpose of this paper is to broaden our understanding of the facets of cosmopolitanism and to expand the notion of multiple ordinary "cosmopolitanisms" proposed by Lamont and Aksartova (2002) in their study of how various socio-economic and cultural groups engage with cosmopolitanism in different ways.

### *Reading the Literary Supermarket*

Alexia Moyer, Ph.D. candidate, Etudes Anglaises, Université de Montréal,  
<alexia.moyer@umontreal.ca>

"I enjoy shopping at Whole Foods nearly as much as I enjoy browsing a good bookstore, which, come to think of it, is probably no accident: Shopping at Whole Foods is a literary experience, too." (Michael Pollan, *The Omnivore's Dilemma*). What is a literary supermarket? For many, the literary supermarket is a contradiction in terms. The task, the mundane chore even, of pushing one's cart up and down the aisles of a somewhat utilitarian, barn-like building to the tune of muzak is not art. It does not inspire poetic feeling on the part of the consumer, and/or artist for that matter, given the "extraordinary infrequency" with which the supermarket appears in literature (Rachel Bowlby, *Carried Away: The Invention of Modern Shopping*). This paper brings together two very different depictions and discussions of the literary supermarket: Michael Pollan's *The Omnivore's Dilemma* and Hiromi Goto's *Chorus of Mushrooms*. What Pollan and Goto share is their insistence that food and stories are intimately connected, yet their notions of what these stories mean, and why they matter, are strikingly different and will do well to be considered together. As a journalist Pollan's primary concern is to make things plain, to render legible the facts behind or between the lines of what he calls "storied food". For Goto there is such a thing as too much legibility or perceived legibility in the supermarket.

### **Session 2-A: *Changing food discourses***

#### *Discourses of food security*

Mustafa Koc\*, Department of Sociology and the Centre for Studies in Food Security, Ryerson University, <mkoc@soc.ryerson.ca>

Food security has been one of the key concepts in defining the conditions of food provisioning in modern market economies. Despite its wide use, food security has been a rather confusing concept with multiple definitions that kept changing over time. In this paper I will argue that these definitional variations reflect the contested nature of food provisioning as well as changing global economic and political priorities. The paper examines food security both as a legitimizing discourse and a disciplinary tool. As a legitimizing discourse, it serves to justify that food security can be achieved by various organizational arrangements and policies in capitalist societies without problematizing the internal structures of the food system for food insecurity. As a disciplinary mechanism, on the other hand, by identifying food insecurity as a threat and food security as a privilege, the discourse ensures compliance of middle classes while securing acquiescence of the marginalized, through elaborate mechanisms of dependence to non-market mechanisms of access.

*Normalizing the national diet: discourses of diversity and Canadian food*  
Jessica Mudry, Faculty of Engineering and Computer Science, Concordia  
University, <jmudry@gsu.concordia.ca>

Gastronomic diversity can be defined in many ways. In self-nominated "Canadian" cookbooks like Anita Stewart's Canada, and The Flavours of Canada and Rose Murray's A Taste of Canada these authors have chosen recipes that celebrate both the bounty of the land, and the diversity of the population. To be diverse, in discussions of Canadian food, means either to celebrate the geographic bounty of Canada with foods like the Saskatoonberry, Red Fife wheat and cod cheeks, or, it means to celebrate the rich multicultural history of Canada in and through foods like vindaloo, pho, and prosciutto. Interestingly enough, while geographic, cultural, social and linguistic "diversity" remain the central *leitmotifs* for the Canadian government; their official federal Food Guide does little to celebrate either the culturally diverse tastes of Canada, or the geographic heterogeneity of the nation. For the Canadian government, defining "diversity" has nothing to do with regions, landscapes, or people. Instead, Health Canada defines "diversity" by vitamins, minerals, servings, and food groups. This paper explores how, and in what ways, the trope of "diversity" is invoked in discussions of Canadian food. Herein I argue that the Canada Food Guide works to narrow discourses of diversity, either environmental/geographic or cultural, and serves to homogenize an otherwise rich and varied foodscape.

*Beyond Alternative? Exploring the possibilities for Autonomous Food Spaces*  
Amanda Wilson, Ph.D Candidate, Carleton University,  
<awilso10@connect.carleton.ca>

Much attention has been given in recent years to the rise of what have been termed Alternative Food Networks. However, the very concept of "alternative" has come under increasing scrutiny, as theorists grapple with what is meant by alternative and whether the concept adequately captures the key components of such a diverse range of networks and communities (Maye et al. 2007, Andree et al. 2010, Parkins and Craig 2008, Holloway et al 2007, Jarosz 2008,). Building on this rich literature I propose the concept of autonomous food spaces as a way to move past some of the tensions and debates currently plaguing the discourse of alternatives. A discussion of autonomous food spaces highlights those practices seeking to enact the principles of food democracy (Huuanein 2003), de-commodification and a transformative politics (Johnston 2008) which creates an alternative to the market as opposed to an alternative market. I use the examples of a radical collective kitchen, Food Not Bombs, and a community supported agriculture (CSA) operation, Vegetables Unplugged, to explore the potential for autonomous food spaces as part of a broader 'politics of possibilities' beyond capitalism (Gibson-Graham 2006).

*Environmental Flows in the European Union: investigating discourse and perceptions regarding genetically modified foods*

Samantha Benesh, BA Environmental Geography, Simon Fraser University,  
<skb7@sfu.ca>

Concepts regarding environmental discourse have existed for decades among scientists, literature and the public realm. Theories of environmental flows hold true to society-environment relations as they extend across borders of states, boundaries, and civilizations. Two kinds of environmental flows: contextual and material, analyze the role of environmental and societal relationships. Concerning genetic modification (GM) in agriculture, the technology is relatively new to food systems around the world. Recognition must go into the role of discourse in the unique case of the European Union (EU). The situation in Europe differs from the rest of the world, as societies and governments have not entirely welcomed the use of biotechnology in agriculture. In many ways, countries across Europe are viewed as revolutionary in environmental awareness and protection. With the case of biotechnology, Europe is a global leader in providing consumers the knowledge of where their food originates, and what it consists of. By investigating the history, current events and EU governance, it is established that GM technology continues to be a highly contested topic across borders. Trans-boundary relationships emerge as different scales of opinion are viewed. Discourse around GM technology serves as example of environmental flows around the world.

**Session 2-B: Food system, school system: exploring the connections**

*School and Community Food Practices: Exploring New Understandings and Instigating Action through the Arts*

Carol E. Harris\*, Acadia University & University of Victoria (Prof. Emeritus),  
<harrisce@uvic.ca>

This paper is based on the premise that people's ideas and actions change, not through didactic teachings but, rather, through explorations of relevant issues. Furthermore, learning in its most effective manifestation must be embraced by the body as well as the mind. With these two assumptions, my purpose is to examine how community arts can enhance the study of food practices -- past, present and as future possibility. This examination builds on an historical period (late 1940s – early 1960s) when community arts were used in Nova Scotia folkschools to represent people's collective identities, histories, and aspirations in multiple forms of expression. I elaborate on mid-century purposes, applying them to participatory action research today with children in schools and adults in community workshops. Researchers are urged to employ popular theatre in assessing the gradual commodification of food, illustration (e.g., as in mapping food sources and food celebrations), photography, film, games, music and movement. Each embodied art form is contrasted with the technical rationality of contemporary food practices.

*Exploring and creating change in school food systems: Towards healthy, sustainable eating in Vancouver schools*

Gwen E. Chapman, Faculty of Land and Food Systems, University of British Columbia, with co-authors Alejandro Rojas, Will Valley, Brent Mansfield, <gec@mail.ubc.ca>

Think & Eat Green @ School is a partnership between University researchers, the Vancouver School Board, Vancouver Coastal Health, and a number of non-profit community organizations. This five year collaborative action research project aims to help Vancouver schools build healthy, sustainable food systems that connect students to food production, food preparation, and consumption of healthy, local foods. A central mechanism of the project is the mobilization of University students into schools through Community Service Learning and Community Based Research projects, where they assess the assets and needs of specific schools and work on strategies to increase school food security. In this presentation, we will describe projects implemented in Year 1 of the project to evaluate school food programs and environments, identify areas for improvement, and implement activities to stimulate change in the school food system.

*Renewing Food Knowledges: Toronto's Collaboration for Change Taking Root in the Public Schools*

Catherine Elizabeth Cyr, M.E.S. student, York University, <catherineecyr@gmail.com>

This study sought to discover if there are relationships and transmission of information between food security agencies in Toronto and the Toronto District School Board. I examined networks that advocate for institutionalizing food growing and food systems education in the TDSB and the Ontario Ministry of Education. Specifically, this paper applies sociological network analysis and policy frameworks to aid in understanding the networks and to examine their use of discourse, strategies and mechanisms. This paper explores ideas of the new roles of civil society in a neoliberal state, particularly examining relationships, transmission of information and the formation of collaborative coalitions aiming to influence policy. In this paper, major themes from the network such as partnership, health promotion, community development, funding initiatives, sharing expert knowledge and institutionalizing the vision are all explored to understand the model taking place in Toronto to influence the public education system and food literacy.

*Assessing the impact of Manitoba school nutrition policy through the perceptions of the school community*

Jessica Anne Rutherford, MSc. Candidate, Department of Human Nutritional Sciences, University of Manitoba, <umruth23@cc.umanitoba.ca>

**Purpose:** A qualitative case study was conducted to evaluate the impact of a provincially mandated requirement for school nutrition policy (SNP) on school communities. To achieve a comprehensive understanding of SNP impact, the perceptions of multiple key informant groups were explored including; teachers,

parents, administrators, students, custodians, education assistants, and food service operators. **Sample/Setting:** Two elementary schools, from different socio-economic catchments, and one secondary school within one school division in Winnipeg, Manitoba. **Methods:** Observations of the school environment, semi-structured interviews and focus groups. **Significance:** Most research in this area has focused on single perspectives, often of principals. By exploring multiple perspectives, this study provided in-depth insight into barriers and enablers and what is needed to support school communities in successful implementation of school nutrition policy. This study is a novel approach to SNP evaluation which recognizes the importance of the socio-environmental context of the school in translating policy into action.

### **Session 2-C: *Food, gender and Identity***

*Dietary change and resistance to change: Exploring theoretical frameworks for conceptualizing food decision-making*

Brenda Beagan\*, School of Occupational Therapy, Dalhousie University, with co-authors Gwen E, Chapman, Joséé Johnston, and Deborah McPhail, <Brenda.Beagan@dal.ca>

Advice about the best or 'right' ways to eat – whether from health professionals or popular magazines – tends to assume food choices are rational, guided by pertinent information which is evaluated, implemented, or discarded. Yet when we examine what people actually eat, food decision-making is far more complex. Eating patterns are guided as much by unconscious sociocultural rules and expectations as they are by consciously articulated dictates and guidelines concerning consumption. People use food choices to convey their identities to themselves and others as 'good' people, as 'proper' Canadians, as middle class, as men or women, and so on. This paper will outline some of the theoretical frameworks we have found most useful to understand the food decision-making processes of family members in our cross-Canada study exploring the ways food choices are influenced by social class, region, local food environment, race, ethnicity, age, gender, as well as healthy eating messages.

*Uncovering Representations of Hegemonic Masculinity in Man v. Food*

Steven Richardson, Department of Sociology and Anthropology, Carleton University, <steven.home@ntl.sympatico.ca>

This paper examines how certain aspects of hegemonic masculinity emerge and figure prominently in popular food programming today. Focusing attention on one particularly successful food and lifestyle program, Man v. Food (MvF), will enable an analysis of the prevalence of spectator sport-food and lifestyle hybrid programs today. Significant features of masculinity are uncovered through a semiotic interpretation of the ways that meat, competition and the colonization of the foodscape are portrayed on MvF. The paper argues that MvF evokes masculinity through the effective use of myth and metonymy. By setting forth a mythology of competition and indulgence, and metonymic representations of

meat, MvF serves to silently impregnate subjectivity with masculine predispositions towards food. The paper concludes with a discussion of one of the major vulnerabilities of hegemonic masculinity as it is found in programs like MvF: the viewer's gaze.

*Consuming identity: A gendered study of Southern Sudanese refugees in Brooks, Alberta*

Merin Oleschuk, MA candidate, Department of Anthropology, University of Alberta, <oleschuk@ualberta.ca>

Since the multinational acquisition of the Lakeside Packers beef processing plant in 1994, Brooks, Alberta has seen an influx of newcomers. My research explores the experiences of one of these groups, Southern Sudanese refugee women. I examine how changing foodways have affected gender roles and food practices in Brooks. This includes how Sudanese cooking and eating habits have changed since migration, as well as how these transformations indicate shifting social meanings surrounding family, gender, propriety, and community. I investigate how food reveals various social positions such as refugee, woman, Canadian, and Sudanese, as well as how these interact to produce identity. For Sudanese, histories of war couple with food histories to inform their gendered multinational identities. This research aims to explore the meanings of everyday lived experiences of gender within the family in order to build an understanding of what it means to be a refugee woman in Canadian society.

**5:00pm Special student session:** *Food Studies, CAFS and the Graduate Student Experience: A Round-Table/Open Space Discussion*

**Chair:** Charles Z. Levkoe, <charles.levkoe@utoronto.ca>

**Panellists:**

1. Ellen Desjardins
2. Phil Mount
3. Kristen Lowitt
4. Irena Knezevic
5. Leslie Frank (Recipient of the 2011 Mustafa S. Koc Student Paper Award in Food Studies)

This special session for graduate students will include a round-table discussion with five current graduate students who will introduce their research focusing on the benefits and challenges of interdisciplinary approaches and methodologies, and general graduate student experiences in the field of food studies. The interactive round table discussion will be a space to construct an agenda to explore specific topics in more depth and establish working groups for future collaboration. This session will also address the ways that CAFS can support student members and their research, knowledge and skill development in the field of food studies.



## Sunday, May 29

### Conference Tour:

Join us at Jemseg River Farm for a tour hosted by organic farmer Michael Carr. After a scenic trip along the St. John River, Michael will show us a CSA farm well-underway to full summer production. The fields, which will be about  $\frac{2}{3}$  planted, are mostly located on a plateau above the valley that affords some of the most beautiful views in the area. Over the course of about a half-mile walk where as many as 45 fruits and vegetables are grown, Michael can talk about organic practice, the use of animals in production system, composting, soils, his future development plans including a whole farm plan, permaculture, energy resource cycling, and what he went through to get certified. Although his chickens and pigs may or may not be on site this early, we may see some wildlife, as the farm abuts marshy Dykeman Lake, a haven for waterfowl, herons, eagles and osprey.

### Lunchtime Conversation:

Geoff Tansey – *Choosing the future and avoiding world war three - food is the key.*

There is a growing plethora of reports from government, international agencies, academics, civil society organisations and businesses about food and farming futures. Different agencies are promoting various policy and practice changes, most of which fail to address the need for a fundamental change of direction to a diversity, equity and ecologically-based approach to food and farming. If we want diverse, agro-ecologically based, equitable, local to global food systems what needs to be done, within and beyond the food system, by whom, where and when? Tansey will give a brief introduction drawing on his work over 35 years on the food system, on the changing global rules governing it, notably on intellectual property, as well as insights from Peace Studies and systems thinking. He will reflect on,

- the changing understanding of food security,
- three core possible future directions for humanity and the need for deliberative choice and action to avoid two of them
- why food is a key to understanding the nature of the changes needed to meet those challenges and a way to connect people across communities worldwide
- lay out a framework for promoting actions for system change to ensure a sustainable future and food system

He will then lead a discussion to explore future directions through the lens of food. The idea is to share and contribute ideas and proposals across a wide range of areas, but not reach a consensus or get into detailed argument over different contributions. Everyone is welcome to join in the conversation.

### ***Session 3-A: Participatory Action Research and the Food Movement: issues, Ideas, and Insights***

P. Williams\*, Department of Applied Human Nutrition, Mount Saint Vincent University <Patty.Williams@msvu.ca>

Cynthia Watt, Nova Scotia Participatory Food Costing Project Coordinator, Mount Saint Vincent University

Doris Gillis, Department of Human Nutrition, St. Francis Xavier University

Christine Johnson, Department of Human Nutrition, St. Francis Xavier University

Lynn Langille

### ***Session 3-B: Place, food, and culture I***

*Inclusion of New Immigrants in Local Food Systems: The Case of Central Iowa State University – Sociology*

Cornelia Butler Flora\*, Sociology and Agriculture and Life Sciences, Iowa State University and Jan L. Flora, Iowa State University <cflora@iastate.edu>

Food is major transmitter of cultural capital. As new ethnic groups enter a community, their integration into local food systems helps diversify cultural capital, enhancing the creative aspects of community. It also helps financial capital as growers can replace purchased food with food grown in home, school and community gardens, as well when the products enter the local market through CSAs, farmers markets, school cafeterias, and local groceries and when the transformed garden products are sold at fund raisers and community celebration. Social capital is increased as community residents learn from each other via food production in community and school gardens and share food and then recipes through community events, and people socialize in the gardens. Natural capital is enhanced as green spaces are maintained and expanded, as gardens include a rich diversity of plants. Built capital is improved as residents install benches and playgrounds and soccer fields in or next to the gardens. And political capital increases, as new community norms and values are translated into new standards and rules and regulations are changed in order to further the local food systems. HOW that integration occurs is not easy. If communities are not mindful of the capitals that new immigrants bring, the opportunity to enhance community capitals by becoming more creative are lost.

*Different and Delicious: Social Dimensions of Alternative Food Networks in Japan*  
Catherine L. Mah, School of Public Policy and Governance, University of Toronto, with co-author Akiko Inui, <catherine.mah@utoronto.ca>

This paper will examine the conceptualization of quality among alternative food network actors in urban Japan. As the first Asian nation in the late stages of the nutrition transition, and with a distinctive food retail environment, Japan offers unique lessons for sustainable food systems research and policy. To date, alternative food networks have been relatively understudied in Japan, particularly

with regard to the urban food supply. Here, we discuss two qualitative case studies in the city of Kyoto: Mahae, a distributor of Okinawan produce and Panscape, an independent bakery. We argue that quality in Japanese alternative food provision is based on some similar and some distinct markers of difference or “alternativeness” when compared to examples from the Western literature. Further, we will explore how this notion of quality does not reflect dominant discourses in Japan’s national food policies that prioritize traditional foodways and Japanese identity in food production and consumption.”

*Informal Learning for Food Safety and Food Security*

Willia Lichun Liu, Ph.D., Ryerson University, <willaliu@hotmail.com>

This paper explores the changes as well as the learning involved in food safety and food security practices among recent Chinese immigrants in Canada. Drawing on data from two research projects, this paper analysed data from surveys, interviews and focus groups on food safety and food security strategies involved in daily food practices/activities: food preparation, cooking and grocery shopping. By exploring the knowledge and skills as well as the informational and educational needs of the newcomers with respect to food safety and food security practices, this paper argues that learning involved in food safety and food security practices is an important part of immigrant settlement experiences and that understanding the changes and the learning related to food safety and food security is an important step to promote food security among new immigrants and to close the knowledge gaps on food safety and diversity between the newcomers and public health professionals.

*Dear Travel Writer: Are You Serious About Jamaican Food?*

Clive Muir, Ph.D., Independent Researcher/Consultant, Jamaican Food History and Culture, Clemmons, North Carolina, <culiniche@gmail.com>

The website of renowned food anthropologist, Sidney Mintz, introduces the Caribbean as “*so small a segment of the earth’s surface is not easy to take seriously – especially since it lies near the most powerful nation in world history, and has become a favorite place to loaf, bathe, drink and flirt for Americans and other foreigners.*” This paper discusses my letter to a US travel magazine writer who tackles the subject of Caribbean food with the declaration that the organic food wave has only recently lapped Caribbean shores. He applauds the locavore efforts of two trendy resorts (one in Jamaica, the other in the British Virgin Islands). My letter to the writer acknowledges truths in his article, but explains the region’s food culture(s) within a colonial context, including food trade with Atlantic Canada; and through memories of my (organic) childhood in a village located a few miles from the Jamaican resort featured in his article.

### **Session 3-C: Globalization and Shifting Food Regimes**

*The 'land grab' comes home? Food system financialization and corporate investment in prairie farmland*

Andre Magnan\*, Department of Sociology and Social Studies, University of Regina <Andre.Magnan@uregina.ca>

In the wake of the food crisis of 2006-8, which sparked food riots and growing government concern over food security, corporations, sovereign wealth funds, and governments have sought to purchase millions of acres of foreign farmland. In what amounts to the off-shoring of food production, this 'global land grab' phenomenon has garnered a lot of attention in the media as well as from multilateral agencies, civil society, and governments. Scholars have interpreted the phenomenon in light of a broader process of food system financialization, linked to the structure and dynamics of a third global food regime. To date, little attention has been paid to the ways in which these processes are affecting land ownership and farm structure in the global North. In this paper, I explore a recent wave of corporate investment in prairie farmland as a lens on the process of food system financialization. Over the last five years, a number of specialized investment funds have been created for speculative investment in prairie farmland. Meanwhile, an altogether unique model of corporate farm ownership has arisen with the launch of One Earth Farms, a 150 000 acre grains and livestock operation run as a partnership between a Toronto investment firm and a number of First Nations bands. I trace these developments to changing government policy on farmland ownership, the speculative commodities boom, and continuing concentration of land and agricultural resources on the prairies.

*Does Fair Trade create solidarity rents? Empowerment and disempowerment of smallholder coffee farmers in a Fair Trade global value chain*

Kathleen Sexsmith, PhD Candidate, Department of Development Sociology, Cornell University, <kjs256@cornell.edu>

The literature on Fair Trade has often used Global Value Chain methodology to analyze the potential of this sustainability certification to alter exploitative trading relationships between commodity producers in the Global South and consumers in the Global North. This paper borrows Baland and Platteau's concepts of "leadership" and "exploitative power" to investigate whether Fair Trade creates a more equitable global trading structure by encouraging powerful chain actors to forego their capacity to exploit producers. Drawing from fieldwork carried out in 2007 with a Fair Trade coffee producers' cooperative in Chiapas, Mexico, I argue that Fair Trade creates opportunities for producers to benefit from what I call "solidarity rents". These rents include alternative pricing arrangements, productive investments, and other acts of solidarity through which importers help producers to achieve a more equal role in value chain coordination. However, the case study shows that existing power asymmetries, both along the value chain and within the cooperative, have inhibited producers from fully realizing the empowering potential of these solidarity rents.

### *UNESCO's Construction of Intangible Culinary Heritage*

Sarah Hewitt, Masters Candidate, Communication and Culture, Ryerson University, <sarah.hewitt@ryerson.ca>

This paper will address UNESCO's recent inclusion of three culinary traditions on their list of intangible world heritage: the French gastronomic meal, the Mediterranean diet, and traditional Mexican cuisine. The addition of these traditions to this list marks an attempt to solidify and reify living cultural tradition in the name of constructing a national identity amid disorienting cultural flows of globalization. This work will discuss the nuances of this kind of identity essentialism, examining the list as a form of representation as well as criteria utilized by UNESCO to construct authenticity and identity. It will address questions of power and privilege including an examination of nominators and the makeup of the evaluating committees. The context of a constructed global commons that recognizes national heritage will be discussed, examining issues of power, purity, and privilege through strategically constructed gastronomic identities.

### **Session 4-A: *Food sovereignty explored through participatory video in North Manitoba***

Shirley Thompson\*, Natural Resources Institute, University of Manitoba  
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Asfia Gulrukh, Natural Resources Institute, University of Manitoba

Durdana Islam, Natural Resources Institute, University of Manitoba

### **Session 4-B: *Place, food, and culture II***

#### *Place and food: the concept of the personal food environment as a research tool*

Ellen Desjardins\*, Postdoctoral Fellow, University of Waterloo  
<desj2665@mylaurier.ca>

Population health researchers and urban planners have expressed the need to re-examine the role of *place* in behavioural responses to the changing food environment. To focus on individuals' interactions with their food environment, this study centred on a new construct termed the "personal food environment" (PFE), or the set of places that people choose to visit routinely to buy food or eat out. The mapping of the PFE at each interview became an elicitation tool to verbally draw out the subjective, social and spatial meanings embedded in each place. Analysis with grounded theory also revealed the roles that food plays in shaping facets of personal sense of place, including feelings of belonging or alienation, active involvement and impulsiveness, and, for some people, a sense of connectedness on a global and/or local scale. The empirical and conceptual parameters of place and food that emerged from this study demonstrate the potential of the PFE as a research tool to determine how people perceive, use, influence and are influenced by aspects of their food environment.

*Negotiating gastronomic moral injunctions and materialistic compulsions: culture change and gastrodynamics in South India*

Ganesha Somayaji, Department of Sociology, Goa University,  
<ganeshasomayaji@yahoo.co.in>

In this auto-ethnographic interpretive paper I will narrate the nature of gastrodynamics that emerged out of culture change in the context of modernity in a South Indian community. In the Indian belief, food is not simply a means of bodily sustenance. It is a part of a cosmic and moral cycle. A sacred book of the Hindus states: ...Man thus consists of the essence of food...from food are all creatures produced, by food do they grow...the self consists of food, of breath, of mind, of understanding, of bliss." Culturally, food is accorded divine status and referred to as *Anna Brahman*. Food can only be given away in the form of gift as per tradition and there are specific moral injunctions against selling food for money. I will discuss the changing cultural orientation to food when tradition encounters modernity in a hierarchical social order. I will attempt at understanding the negotiations that have been taking place in the domain of food transactions. Such a negotiation was necessitated in the beginning of the last century and continues in the present in both the cultural and the societal levels.

*First generation immigrant's foodways and the contemporary North American social food space*

Alain Girard, Étudiant au doctorat en sociologie, UQAM,  
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These results are extracted from my thesis on first generation immigrant's food habits along with food and eating meanings. First generation immigrants are frequently at odds with the so-called "Western diet" and food system. Their food and eating practices and representations are generally determined by culture, simple principles, as well as taste, pleasure and well-being concerns, rather than by "scientific guidelines" (if not diktats) often defining food as a sum of nutrients. Also, processed foods, ready-to-serve meals and fast food are highly disliked. Preparing family meals takes a lot of work and time and women often complained about it. But they also insisted on the fact that cooking is essential for family unity and health and that the household, not the food system, must decide what will be eaten. If stating that food and eating are closely linked with pleasure, happiness, identity, taste, social ties, sharing, region of birth and love would have maybe sounded commonplace 40 years ago, in the current social food space it sounds quite refreshing.

#### **Session 4-C: Food and History (The Exploration of Old is New)**

##### *Hospital Food: How did things get so bad?*

Monica Kidd\*, Family Medicine Resident, Memorial University of Newfoundland  
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The quality of food served to patients, staff and visitors at hospitals is widely assumed to be poor, in spite of institutional mandates to heal and comfort the sick and injured, yet very little critical analysis has been produced about hospital food. This paper traces the development of hospital catering back to the Crimean War when French-born English chef Alexis Soyer traveled to the Bosphorus, and, under the guidance of nurse Florence Nightingale, attempted to transform a military hospital kitchen from a place where soldiers boiled their own joints of meat on skewers to a place that served the Hippocratic aphorism that "What pleases the palate nourishes." It continues through the first half of the twentieth century when surveys of Canadian soldiers in British military hospitals and of meals served in London's King Edward's Hospital Fund establishments revealed malnourishment among patients, and concludes with the popularization of factory-style meal preparation during the post-war era inspired by one physician's admiration for airline food service.

##### *Romanticizing the Primitive: Representations of Hunting in Food Studies*

Rebecca C. Den Hoed, PhD Candidate, Communication and Culture, University of Calgary, <rcarruth@ucalgary.ca>

This paper outlines the results of a critical analysis of *representations of hunting* within the field of food studies, and argues that dominant discourses of hunting within food studies articulate hunting with four categories: the primitive, the native, the male, and the animal. Given this pattern of articulation, this paper argues that dominant discourses of hunting within food studies (tacitly, often unintentionally) figure hunting as a symbol of Otherness (especially regarding race and species) and valorize the "exoticisation, fetishisation, and ultimate consumption of the Other in ways that [...] reinforce conventional patterns of power and privilege" (Shugart, 2008, pp. 71-2). Such a conclusion is especially troubling in light of recent efforts to renew hunting as a valued foodway in Canada in order to encourage and nurture the empowerment of several marginalized cultures, identities, and bodies, especially in Canada's north. In answer to such a troubling conclusion, the paper closes with a discussion of how dominant discourses of hunting might be inverted, compromised, or resisted in ways that encourage more recognition of the diversity and complexity of hunting foodways in Canada, and in ways that encourage more reflexivity within food studies as a field.

*Traditional Newfoundland Foodways as Expressions of Identity*,  
Kristen Lowitt, Interdisciplinary PhD Candidate, Memorial University,  
<klowitt@mun.ca>

Food is a pervasive social phenomenon which has received considerable attention from scholars of many academic traditions. It plays a defining role in local and national cultures and is central to the formation of individual and collective identity. More recently, the term 'foodways' has sprung into popular use among social scientists to refer broadly to socioculturally informed patterns of food use. The performance of foodways may be seen as a manifestation of identity through the integration or rejection of a set of social rules associated with food-related behaviors (Crouch and O'Neil, 2000). As in many Maritime communities, the Newfoundland cultural identity is closely linked to the sea and seafaring traditions. This is reflective of an economic history intimately linked to the fishery, which produced fish for consumption and for sale. Cod was a staple food in the Newfoundland diet from the time of the early sixteenth century fish planters. Settlers created dishes and recipes based upon this important staple from the sea, and men and women developed unique knowledge about the hunting and processing of fish. A system of occupational pluralism developed, in which settlers provided for themselves those necessities they could produce, such as food, purchasing as little as possible on credit against fish in the merchant store. Subsistence gardening and hunting was also a part of the diversified strategy of outport life. This paper uses foodways as a theoretical framework that allows an examination of the links between everyday practices, such as procuring, eating and preparing food, with broader social and cultural identities. Through a review of various writings and collections from Newfoundland including ethnographies, food folklore writings, recipe and story collections, and history and anthropological writings, I piece together a picture of the traditional foodways of Newfoundland. Given the historical importance of fish- both as a source of sustenance and livelihood - I place it at the centre of my discussion. As men and women had historically different tasks in the fishery and different food-related roles, the gendered nature of these identities in Newfoundland foodways also forms an important layer of the analysis. I ultimately argue that traditional Newfoundland foodways are important sites for the articulation and expression of a distinctive identity tied to the sea as well as the land. This paper will follow a loosely chronological approach, beginning with the foodways of the early fish planters and colonists and moving up to the twenty-first century. Here, I consider more contemporary changes in traditional patterns of food provisioning and consumption, including the rise of 'culinary tourism'.



*An apple a day*

Abbey Fitzpatrick, Ryerson University, <abbey.fitzpatrick@ryerson.ca>

Despite having its roots in the teachings of Home Economics, Nutrition and Food programs today are situated in the sciences, and Nutrition professionals carefully protect their “scientific” affiliations. This may be a response to cultural changes in education that grants greater value to the “abstract” knowledge of science, juxtaposed against the “experiential” knowledge of practice. Thus, to retain its legitimacy, the Nutrition profession has reduced foods to mere calories, nutrients and portion sizes. This serves to neutralize our experience for food, and disregard food’s social, cultural and sensual dimensions when creating nutrition-based messages and strategies. Nutritional sciences seem to be in danger of disregarding one of the foundations of Home Economics- that food is nurturance. This paper argues that rather than looking back at our Home Economics roots with disdain, that we need to embrace some of its principles and teachings in rethinking the nutrition and food curriculum.

6:00pm Keynote Speaker: Dr. Amy Trubek, (University of Vermont)

*The Place of Taste in our Food System: An Exploration of Quebec and Vermont*

7:00pm CAFS 100-Mile Banquet \$30, \$25 for student/retirees/under-waged

Doors 7pm, Dine 7:30 - Wu Centre 103 (Chancellors Room)

Menu:

- Cream of New Brunswick Fiddlehead Soup
- 1) Grilled Local Chicken Breast with a Wild Blueberry Zesty Relish, Basil Tossed Potatoes & Roasted Turnip with a Parley-Mustard Vinaigrette **OR**
- 2) Homemade Cheese Cannelloni with a White Wine Sauce
- Maple Syrup Crème Brulee.
- Cash bar.

**Monday, May 30**

**Session 5-A: *Transforming the Urban Food System***

*An Update on the Toronto Food Strategy*

Catherine L. Mah\*, School of Public Policy and Governance, University of Toronto, with co-authors Brian Cook, Barbara Emanuel, and Seodhna Keown <catherine.mah@utoronto.ca>

This paper will share an update on the Toronto Public Health experience in leading the Toronto Food Strategy. We will elaborate upon our approach to creating healthy and enabling city policies through food; review progress on specific Food Strategy initiatives; and reflect upon challenges and opportunities for the Food Strategy in the current political environment. We will highlight the progress on three directions in particular, with other program briefings should information become available prior to the conference: 1) detailed food asset mapping project in partnership with the Martin Prosperity Institute, the Centre for Research on Inner City Health, Toronto City Planning, Toronto Social Development, Finance, and Administration, and other partners; 2) initiatives to enable individual/household urban food growing; and 3) our involvement with the Masters of Community Nutrition graduate course at the University of Toronto.

*Growing Resistance: the role of community gardens in challenging the food system*

Cate Ahrens, Masters of Education candidate, Adult Education and Community Development OISE, University of Toronto, <cate.ahrens@gmail.com>

Recent years have seen a proliferation of explicitly food-based social movements in response to growing concern about our food system. Community gardens are one of the popular expressions of these food movements that are gaining support through civil society, academia and institutions, yet their role within these movements remains contested. This research informs this impasse by exploring community gardens through the experiences of participants in these initiatives, and more specifically, how participants understand their involvement as part of larger food movements organizing for social change. The objective of this work is to open conversations about food movements and contribute to our understanding of the relationship between community gardening and social change. Based in a participatory action research approach, the knowledge generated through this exploration is part of a collective consciousness raising process and informs a discussion about potential future actions toward sustainable food systems and social justice.

*Altering the Landscape and Discovering the Garden: Exploring the Intersections of Identity and Community Gardening in St. John's*

Laura Nelson-Hamilton, Master of Women's Studies candidate, Memorial University, <l.nelson.hamilton@gmail.com>

In June 2008 a fenced in lot that is located in a social housing neighbourhood in St. John's, Newfoundland became a community garden, where all were welcomed to participate in planting and harvesting food on Sunday afternoons. In consideration of the conference theme "Exploring Change through Food", in this paper, I propose to discuss the history of the garden's establishment, the significance of its location within the neighbourhood, and the intersections of identity and participation in community gardening activities there. Utilizing interview and ethnographic material collected in 2009 while completing my Master of Women's Studies research, I will focus my analysis on the significance of gender, social class, physical capacity and previous gardening experiences to peoples' discovery of the space and participation in community gardening there.

*This Little Planner Goes to Market: Reframing the urban food system through the promotion of urban ecological planning perspectives at The Village Market, Winnipeg*

Kaeley Wiseman, Community Food Consultant, Whitehorse, Yukon, <kaeley.wiseman@gmail.com>

Many academics, activists and agrarians suggest that farmers' markets contribute to community economic development, urban revitalization and regeneration, and socio-cultural change. However, very few studies have analyzed the role markets play in reframing the relationship between urban inhabitants and their rural counterparts, and the impact that this has on environmental sustainability. This thesis explores markets as tools for introducing an urban ecology worldview to urban inhabitants; this study shows we are disconnected from the ecology of our local and regional landscape. Food is examined for its role it can play in shaping this relationship. An action research approach that utilized qualitative methods was used to examine a case study of a new urban farmers' market, The Village Market, in Winnipeg, Manitoba. Methods of inquiry included: literature research; vendor and consumer focus groups; and semi-structured interviews with individuals involved with the market. The thesis shows that urban ecology is a theoretical perspective that helps place urban citizens directly within their locality through the introduction of ecological principles within their day-to-day lives. Secondly, urban markets were found to be an excellent opportunity to present urban ecology into cities, as they are tangible points of contact in a local food system. A farmer's market can help connect a farmer and a consumer and can assist in changing the way urban consumers view their local and regional environment by learning the seasonality of local food varieties and of the social and environmental resources required to produce their food. Markets can also play a pivotal role in changing the physical space of its host site, reforming the interaction between residents within the community and the larger city. Environmental planning is recommended as a practical perspective for urban

planners to begin to introduce ecology into urban planning and design, and municipal policy directions are presented to further encourage the promotion of local food in urban spaces. Planners can play a focal role in implementing the most useful change for urban farmers' markets; this includes securing accessible and safe public spaces, providing the necessary infrastructure and public transportation for markets, recognizing farmers' markets as a unique entity within bylaws, permits and the municipal fee system, and capitalizing on the inherent qualities of a city's existing spaces that lend them towards sustainability.

*Food Retailing in Hamilton: Understanding Opportunities & Barriers in Providing Healthy Food*

Bronwyn Whyte MPI - Ryerson University, with co-authors Fiona Yeudall, Pamela Robinson, Sandy Skrzypczyk and Suzanne Neumann,  
<bronwyn.whyte@ryerson.ca>

This paper examines the regulatory opportunities and barriers that retail food vendors, and more specifically corner stores face in their efforts to contribute to a healthy food environment in Hamilton, Ontario. It builds on recent studies that have demonstrated the effectiveness of promoting healthy eating by targeting, and altering existing retail food outlets/environments in areas with limited access to supermarkets. For the purpose of this research 'healthy food' is defined as fruits and vegetables. Through the use of case studies and best practices – within and outside of Canada – the paper highlights the various ways access to healthy food can be encouraged, and provided at the retail level. These examples will then be used to analyze the strengths and weaknesses of the current regulatory framework that governs and influences the provision of healthy food in Hamilton. This paper is part of a larger community food assessment that seeks to generate evidence to support environmental changes and food policy development.

**Session 5-B: *The one who grows it, knows it: the role of farmers in food system change***

*Local Food Policy for Multiple Ontarios: Farmer's perspectives from three distinct agricultural regions*

John Devlin\*, School of Environmental Design and Rural Development, University of Guelph, with co-authors Karen Landman, School of Environmental Design and Rural Development, University of Guelph, Ryan Hayhurst, Monika Korzun, and Meredith Davis, <jdevlin@uoguelph.ca>

Local food movements in Ontario face regionally-diverse conditions. Using qualitative methods, we examine three culturally and demographically different regions, the Region of Waterloo, Prince Edward County, and Sudbury Region, highlighting the challenges and opportunities for producers in each. We consider the constraints such conditions place on the potential and meaning of "local" in food value chains. We consider how policy may support sustained growth of local food systems, including: a) incentives for small- and medium-scale producers, processors and distributors; b) education & awareness programming

targeted at raising the food consciousness of consumers; c) planning policy written to ensure integrated multi-functionality across the rural-urban landscape; and d) economic policy, full-cost accounting and monitoring mechanisms designed to ensure fair and just market conditions. We argue that appropriate regional and sub-regional policies are required to ensure that Province-wide policy effectively supports local producers facing diverse and specific local conditions.

*In Support of Anecdotal Evidence – the argument for farmer-driven research and in situ conservation of seeds*

Michelle Smith, Organic Farmer, Director - Seeds of Diversity Canada, Cape Breton, <rosielaurel@hotmail.com>

We all know that anecdotal evidence is unscientific at best. Everyone understands that we don't throw out mountains of research relating tobacco to cancer just because our Auntie May lived to 97 and smoked like a chimney. Nevertheless, innovation and inquiry in agriculture often begins with the farmer's observation of the unusual and anomalous. Why does a corn variety that performs year after year suddenly fail? How do we adapt our tried and true growing methods to increasingly chaotic weather events? Pests and blights not seen before in our latitude are making an appearance. What strategies do we need to adapt? It is my contention that academic-driven research is too slow to respond to these challenges and we need to renew our understanding and respect for farmer-driven research and on-farm plant breeding.

*Peasant Organization as an Agent of Change and Resistance: The Case of Union Paysanne*

Lise-Anne Leveille, Candidate à la maîtrise, École de développement international et mondialisation, Université d'Ottawa, <liseanne.levaille@gmail.com>

The role of peasant organizations in the analysis of social change has been underestimated for a long time. Nonetheless, such organizations are nowadays essential actors calling in question the food production system. In Québec, small-scale farmers suffer from the effects of neoliberal policies: they are more and more indebted and forced into industrial, large-scale monocultural farming. However, many resist and organize to offer alternatives in promoting food sovereignty. In Quebec, the Union paysanne, a citizen union started in 2001, represents the strength of the will of farmers to be part of the solution and to transform the food production system. Through an analysis of the traditional, small-scale agricultural alternatives based on agroecological principles developed by the Union paysanne, this paper attempts to evaluate these actions as part of a resistance or counter-movement. This paper asks whether this is the application of food sovereignty; a practical account of the theoretical and broad concept promoted by the international peasant network, *La Via Campesina*? Exploring the notion of scale, it analyzes how these local practices form part of the larger scheme of international peasant movements demanding food sovereignty.

*The Corporate-Environmental Food Regime and Saskatchewan Farmers*  
Helen Rud, Master's candidate, Sociology, University of Regina,  
<rudhe111@uregina.ca>

After twenty-five years of contested change following the collapse of the mercantile-industrial food regime, a corporate-environmental food regime appears to be consolidating (Friedman 2005). The new food regime consists of two distinct yet complimentary paradigms: the "Ecologically Integrated Paradigm," and the "Life Sciences Integrated Paradigm" (Lang and Heasman 2004). Among other features, these paradigms appear to be distinguished by their embeddedness and the orientation of their production systems. Further, these two paradigms seem to correlate with the organization of the food supply chain for rich and cash-poor consumers around the world. In order to examine farmers' land strategies in relation to agricultural discourse, I conducted sixteen in-depth interviews with farmers living in Southwest Saskatchewan. An analysis of the interviews suggests that producers exist within the emerging food regime on a continuum between the Ecologically Integrated Paradigm (alternative producers) and the Life Sciences Integrated Paradigm (conventional producers). Most producers frequently utilize production strategies based on their access to markets and specific groups of consumers, and on their personal eco-strategies. These farmers often identify as "conventional" or "alternative" producers, while having beliefs or using agricultural methods that are associated with the opposing paradigm.

### **Session 5-C: Food access I**

*Food Systems Awareness and the Rise of the Local Food Movement in Antigonish Nova Scotia*

Christine Johnson\*, Department of Human Nutrition, St. Francis Xavier University, with co-authors James Bray, Kaitlin Brady, and Norine Verberg,  
<cjohnson@stfx.ca>

The local food movement has emerged in an attempt to mitigate some of the hidden costs of our globalized food system. Local food activism is evident in Antigonish, Nova Scotia through the development multiple local food initiatives e.g. farmers market, food box program, community gardens. Little is known however about what specifically motivates consumers to seek out locally produced foods. Using an on-line survey, a convenience sample of StFX University staff and faculty were invited to complete a questionnaire measuring current awareness of our food system and engagement in awareness raising behaviours. This questionnaire also measured activities of local consumption. Linear regression analysis has shown that both current awareness and awareness raising behaviours are associated with an increased likelihood of buying local with awareness raising behaviours being most strongly linked. In other words, people who intentionally set out to inform themselves about food production and distribution are more likely to buy local. This understanding can

help shape community building activities from non-profits to private entrepreneurs in working with communities to develop vibrant local food systems.

*Differing realities, but common needs: concerns for food insecurity and hunger among batwa children (eastern Africa)*

José Azoh Barry, Investigación & Acción, A. C., Mexico, <jhazcool@yahoo.com>

This paper seeks to address the real life situation of the poorest and most marginalized children whose satisfaction of a basic physiological need appears to be more a privilege than a right taken for granted. It is based on secondary data derived from both scientific and grey literature searches. The prejudiced Batwa people who are forcibly removed from their forests under conservationist grounds and evicted from the lands of others as squatters, are left with almost no income generating opportunities and struggle to feed their children. Surviving thanks to informal charity in an area with the highest global hunger index does not prevent many children to go to their mats on an empty stomach. Batwa children are likely to experience change for better through initiatives for sustainably securing their access to food and preventing hunger. Both logging companies and conservationists policies, and other political actors responsible for afflicting the livelihoods of the Batwa people –through their actions and/or inactions-- have a key role to play in this respect.

*The Development and Downfalls of Community Provided Food Security*

Michelle Kienitz, MA candidate, Political Science and International Development University of Guelph, <michellekienitz@gmail.com>

Before the 1980s, the prevalence of household food insecurity was minimized through the universal or near universal redistribution of public funds through benefits and services. The responsibility of mitigating household food insecurity was shifted from the government to the individual and community. Public sector reforms in Canada throughout the 1980s and 1990s led to growth in community-supported social service provision, in the form of food banks, community kitchens, and community gardens. The services provided by community-level organizations are integral, but are an ad-hoc solution to income-related food insecurity. The existence of community solutions contributes to the failure to address food security through policy and social programs. This paper will explore the drawbacks of community-provided food security and the ways it impedes government action to guarantee food security by analyzing the affects of downloading social responsibility to the community level and the continued prevalence and determinants of income-related household food security.

*Community-based food program participation amongst low-income Toronto families*

Rachel Loopstra-Masters, Ph.D. student Department of Nutritional Sciences, University of Toronto, <rachel.loopstra@utoronto.ca>

Canadian cities are now home to an increasing number of community-based food programs, whose mandates often include increasing access to food among low-income groups. Apart from studies of food bank use, however, there has been

little research into food-insecure families' participation in or experiences of these initiatives. Using data from a longitudinal study of 372 low-income families in Toronto, we compare characteristics of families who use community-based food programs to those who do not, to examine how factors like chronic food insecurity, lone-parenthood, disability, or immigrant status relate to program participation. Additionally, expressed reasons for non-use of food banks, food box programs, community kitchens, community gardens and/or child feeding programs are explored by content analyses of responses to open-ended questions on the study questionnaire. This study provides potential explanation for low participation in food programs amongst low-income families in Toronto.

### **Session 6-A: *Canadian Food Systems and Policy Councils: Exploring diversity, challenge, and success***

Rebecca Schiff\*, Community Health and Humanities, Labrador Institute, Faculty of Medicine, Memorial University of Newfoundland, <rebecca.schiff@uregina.ca>

Steffanie Scott, Department of Geography & Environmental Management, University of Waterloo

Tracy Phillippi, Chair, Toronto Youth Food Policy Council

Linda Best, Secretary, Nova Scotia Food Policy Council

Brent Mansfield, Co-Chair, Vancouver Food Policy Council

### **Session 6-B: *Learning as we change***

#### *Where's the Food?*

Elizabeth Kristjansson\*, School of Psychology, University of Ottawa, with co-authors Erin Krekoski, Vivien Runnels, Caroline Andrew, Suzanne Pigeon, and Christina Marchant, <kristjan@uottawa.ca>

A Community Food Security (CFS) assessment allows communities (cities, towns, neighbourhoods, groups) to measure the food resources, services, strengths and limitations in their community. Such assessments raise awareness and enthusiasm for local food issues, identify resources and important challenges. As part of a larger CIHR funded project on knowledge translation of food security evidence (Food for All), we developed, piloted, and evaluated a participatory CFS toolkit. The toolkit was grounded in research on CFS and developed after careful review of 16 other such assessments. Experts on our advisory group provided feedback on content and face validity. After this, it was substantially revised and we worked closely with residents of two Ottawa neighbourhoods (rural and urban) to pilot test it. After two facilitated workshops, residents assessed aspects of their neighbourhood's food security. This was synthesized and evaluated in follow-up workshops. Residents also discussed possible follow-up actions. In this session, we will share learnings from that experience and feedback from residents on the process and content of the toolkit.



*Food for All. The process, progress, and developmental evaluation of a grassroots development of evidence based Food Security policies in Ottawa, Canada*

Erin Krekoski, Food for All, with co-authors Elizabeth Kristjansson, Vivien Runnels, Caroline Andrew, Cathleen Kneen, and Christina Marchant, <erin@justfood.ca>

A community food security policy (CFSP) could help to bring about "A situation in which all community residents have physical and economic access to sufficient, culturally acceptable food to meet their dietary needs for an active and healthy lifestyle." Ottawa is one of the few large cities in Canada without a food security charter or comprehensive approach to food policy. Herein, we report on the process, progress, and developmental evaluation of our policy work in Ottawa. This policy development was part of a large CIHR funded community-university project on knowledge exchange of evidence on community food security. This has been an exciting two-year process of gathering and exchanging evidence with the community, of grassroots policy development, and of community review of those policies. In this session, we will describe what we have learned about knowledge exchange; about community-university partnerships in working on policy development; and about the process of developmental evaluation.

*Food systems awareness: Scale development*

Norine Verberg, Department of Sociology, St. Francis Xavier University, with co-author Christine Johnson, <nverberg@stfx.ca>

Over the past few decades, the media have given increasing attention to various concerns raised about the transnational food system, and the rise of the so-called "locavore" defined as people who give priority to eating locally grown or produced foods. It has been argued that the growth of the local food movement has been in response to consumers' concerns about food security, food quality, the environmental hazards associated with large scale food production, the decline of local food economies, the sustainability of current practices, and the social and moral aspects of some labour practices associated with food production. Using an on-line survey format, a convenience sample of university staff and faculty were invited to complete a short survey call the Local Food Survey. This paper is focused on the design of a food system awareness index and a locavore index. Both scales have high reliability with Chronbach alpha scores of .828 and .892 respectively, and we argue that the indexes have content and predictive validity. Because the sample is more highly educated than the general population, further development of these scales should employ a general population. These scales could be adapted for research on what motivates people behave in ways that ultimately strengthen local food systems.

*Community development, the social economy and FoodShare's Good Food Markets: Preliminary findings*

Michael Classens, Faculty of Environmental Studies, York University, with co-author Jennifer Sumner, <michael.classens@gmail.com>

FoodShare, a non-profit organization originally established to coordinate and distribute emergency food services in the city of Toronto in the mid-1980s, has evolved into an organization driven by a critique of both the food bank system and the charity model of service delivery. FoodShare's Good Food Market (GFM) program—informed by social-entrepreneurial, community development and food provision mandates—promotes 'place-making' by supporting local residents in marginalized communities to establish weekly fresh produce markets. The GFM program exemplifies the tensions and challenges inherent to the process of pursuing both broader social change goals and basic needs provision. This paper will present preliminary findings from an ongoing, collaborative research project, designed to inform a refined service delivery model for the GFM program attentive to both the multiple intended outcomes of the program and to the program's multiple stakeholders (staff, market users, market coordinators, etc.) Background on both the GFM program and the research project will be presented. Preliminary results from surveys of the multiple stakeholders will be discussed and some methodological notes will be offered.

**Session 6-C: Food access II**

*The Lived Experience and What it Means for the Development of Food Security Indicators*

M. Renee Martin\*, College of Medicine - Community Health and Epidemiology, University of Saskatchewan, with co-authors Sylvia Abonyi, Bonnie Jeffery, Tammy Lidguerre, Evelyn Throassie, and Faye Michayluk, <renee.martin@usask.ca>

Little is known about how food security operates at the household level (lived experience of individuals and families) and if the community level measures currently in use are capturing the most important aspects of the food security experience. Northern Saskatchewan communities have identified food security as an especially important domain of their health experience. We report here on work which produced a Community Health Indicators Toolkit that identified food security among six domains of community health (Jeffery, Abonyi, & Hamilton, 2006). We explored the domain of food security further in a follow up study using photovoice methodology with individual community members in two communities and an ethnographic approach at the household level in a third community. We highlight in this presentation the everyday life experiences of food security from the ethnographic study and discuss implications for the constellation of indicators used to capture food security in northern Saskatchewan communities.

*Research Options for Future Directions of Food Policy: A Nursing Perspective*  
Wanda Martin, PhD candidate, School of Nursing, University of Victoria,  
<wmartin@uvic.ca>

Background: This paper covers three areas concerning Canadian food policy: what we know, what we need to know, and what type of knowledge we need. Nurses have a key role in social justice policies. Methods: Literature review. Results: Canadian food security policies focus on industry and trade. We treat food like a market commodity available for those with purchasing power. Commodification has distorted our relationship with food. Charitable food system remains as the main method to alleviate food insecurity. Conclusions: We need to know how to reduce the number of food banks and to reduce hunger in a dignified manner. We can achieve zero hunger through close examination of socioeconomic and political power. It requires a fresh approach using interactive knowledge to shift thinking about food insecurity. Food insecurity is really a social justice issue. Nurses are in a position to know the outcomes of a poorly managed food system, and placed to take action.

*Understanding food system waste in British Columbia, Canada: how, where and why*

Majd Abdulla, Post-doctoral Fellow Kwantlen University, with co-authors Eduardo Jovel, Kent Mulinix, and Arthur Fallick, <mjdabdulla@gmail.com>

British Columbia is highly diverse and productive agriculturally yet has the highest provincial poverty rate in Canada. Mitigating regional food insecurity, associated with poverty, via increased localized production and food availability is increasingly considered. While such thinking is appropriate we recognize that there is significant waste in our agri-food system. Understanding how, where and why waste occurs may offer previously unrecognized opportunities and strategies to address rising food cost inflation, concomitant food insecurity and some untenable ecological impact and energy use costs attributable to food production, distribution, and accessibility. This paper aims to identify causes of wastage in each step of the agri-food system and propose policy(s) and action(s) to increase system efficiency and food security. Reports, surveys, and data from professional, provincial and Federal organizations and agencies will be analyzed to identify and estimate food waste. Assessment of potential food system waste recovery rates will be also emphasized.

*Taking up food security in our backyard: A qualitative study of community supported agriculture (CSA) in Edmonton and area*

Manoj Misra, PhD student, Department of Sociology, University of Alberta,  
<mmanoj@ualberta.ca>

In this paper, I use the theoretical apparatus of food regime analysis (McMichael, 2009; Friedmann, 2005) to highlight the impending threats to the current corporate-driven food system. I situate this paper in the context of peak oil and rapid climate change, and look at the potential of local food systems (LFS) as a sustainable alternative towards addressing food insecurity issues in Edmonton

and area. I begin my analysis by problematizing the concept of the “local” in LFS discourse in order to arrive at a more reflexive and democratic understanding of the movement. I proceed to examine community supported agriculture (CSA) movement in Edmonton as a particular type of LFS. The methodology of this paper involves textual analysis of various CSA websites and in-depth interviewing of selected CSA owners and participants in Edmonton region. Although CSA presents an exciting opportunity in ensuring broad-based community food security in Edmonton, I conclude that the limited reach of this movement amongst the disadvantaged communities hinders its success.

*Is breastfeeding the answer to infant food security in Canada?: Lessons from interdisciplinary research to inform public policy on infant food security in Canada*  
Lesley Frank, PhD candidate, Department of Sociology, University of New Brunswick, <v4w44@unb.ca>

The topic of *infant food security* in Canada has received little attention within public policy or from food academics. This paper explores the topic of infant food security in Canada by highlighting the disjuncture between related research findings on infant feeding, food security and health inequalities and current public policy on infant feeding and food security. Infant feeding policy is delegated to health policy domains largely targeting feeding practices of individual mothers while food security policy is limited in focus on the unique concern of infants and their families in Canada. However there is evidence that both policy domains name breastfeeding as the pathway to food security for infants. It is imperative that research findings on the structural determinants of infant feeding be considered in conceptualizing infant food security policy. This will ensure policy solutions are not isolated to breastfeeding promotion and support at the expense of failing to address the social relations that determine infant feeding practice within poverty conditions.

### **Session 6-D: *Natural selection: food system evolution***

*Openness: Trust, Transparency and Connection in Farmer-Eater Relationships*  
Colin Anderson\*, Department of Environment and Geography, University of Manitoba, with co-author Stephane Marc McLachlan,  
<c\_anderson@umanitoba.ca>

Relationships between farmers and eaters in modern agro-food networks are largely mediated through complex technocratic networks controlled by powerful corporate actors. Local food networks (LFNs) are believed to be embedded by much closer interactions between farmers and eaters and enable different communicative strategies and power dynamics. Results from 44 interviews and 178 questionnaires with direct marketers in Canada (MB, SK, BC) and the U.S. (ND, SD, OR) are used to explore the ‘openness’ of farm(er)s and the implications this has for re-embedding LFNs. Our findings suggest that openness has multiple dimensions: physical openness (e.g. farm visits); virtual openness (e.g. labeling, websites); communicative openness (e.g. to disclose, to listen);

openness to change (e.g. to learn, to adapt) and economic openness (i.e. affordability). We conclude by exploring the importance of 'opening' agri-food relations between farmers and eaters in resistance to the countervailing 'closing' and 'controlling' processes that dominate mainstream food networks.

*Food Not Bombs – Redefining circulation, food and community*

Michelle Coyne, Ph.D. student, Communication and Culture, York University,  
<mcoyne@yorku.ca>

Food Not Bombs (FNB), active in North America since 1980, is a loosely formed activist network seeking to address hunger, military spending and food waste. While it is becoming more common to understand food shortages as a result of failed distribution, rather than an actual shortage of food (Patel, 2007), FNB utilizes direct, local action to demonstrate global food inequalities. Bridging direct reclamation of waste food (through dumpster diving), collection of donations and fund raising, FNB challenges not only the way food distribution can be understood, but also a unique model of food advocacy. This paper will draw on my Toronto-based dissertation work to consider FNB Toronto's work to take on both micro (direct hunger easement) and macro (failures of global capitalism) concerns through the sharing of free meals. Further, FNB and direct action offer a possible model for grassroots food and hunger advocacy that seeks to exist outside of models dependent on existing charity or social support infrastructures.

*People Systems in Support of Food Systems: The Neighbourhood Food Network Movement in Vancouver, British Columbia*

Zsuzsi Fodor, Master's of Arts in Planning candidate, School of Community and Regional Planning University of British Columbia, <zsuzsi.s.fodor@gmail.com>

When considering food systems and their (in)compatibility with social and ecological goals placed upon them, what is really being discussed are people systems and their (in)ability to care for other humans and the natural world—the phenomena of food governance. The current hegemonic and criticized global industrial food system is governed by big business, national and supra-national organizations, and their allies. Emergent actors are responding to concerns over this status quo and claiming a stake in urban food policy and planning. The contributions of local governments have been one such well-documented case, but they are not lone agents of change. Civil society organizations such as Vancouver's Neighbourhood Food Networks have also joined the charge, yet they have been studied in less depth. This paper fills this gap by exploring the role of Vancouver's Neighbourhood Food Networks in shaping new forms of urban food governance and their place in community development.

*Pimp my Beef: How to sell meat to the new local food consumer*

Phil Mount, PhD candidate, Department of Geography, University of Guelph,  
<pmount@uoguelph.ca>

The local food movement has captured the interest of struggling commodity farmers. In Ontario, some beef farmers have combined forces to sell their products locally. For these farmers, the local food consumer is a chimera, a

composite made from competing images produced in popular media, by academics and experts, and from their own limited interactions. As such, the description – from these farmers – of this mythical beast, with its unfamiliar wishes and desires, says more about which sources of information farmers value and trust. And yet the efforts of groups of farmers’ hinges on their ability to understand how the value of what they produce could match the value demanded by these local food consumers. Part of the trick of up-scaling local food systems will be sharing the knowledge and networks of diverse producer groups, to create synergies while helping to explain the unfamiliar and the imagined.

*Community Food Security Networks in Canada: A Social Network Analysis*

Charles Z. Levkoe, PhD candidate, Department of Geography, University of Toronto, <charles.levkoe@utoronto.ca>

This paper presents findings from a multi-province, collaborative social network analysis (SNA) and opportunities to utilize them to better understand community food security networks in Canada. In the past decade, a diversity of initiatives have emerged attempting to develop a viable, localized and sustainable food system. Existing literature within food studies tends to focus on the efforts of individual initiatives; however, few studies ask questions about their interconnections across sectors and scales and their potential collective impact. SNA is a perspective within the social sciences that understands social life as a web of relations and the patterns among interactions. Analysis of each provincial food network reveals a dynamic set of regionally specific relations that cross sectors, jurisdictions and geographies. In general, these relations are broad and disparate with few centralized actors and many peripheral ties with little enduring engagement in collective action. According to accepted definitions of movements, this suggests that these initiatives do not constitute a social movement. This position, however, appears inconstant with the unanimous identification of respondents to a “food movement”. This contradiction demands that we look to new descriptions of social movements and network processes in order to understand the current moment.”

## **SYNOPSIS**

### **“...AND THIS IS MY GARDEN”**

Food insecurity, climate change, and fuel risk are serious threats to communities around the world. In the small town of Wabowden, Northern Manitoba, two school teachers, Eleanor Woitowicz and Bonnie Monias, are empowering their students with the knowledge, discipline and skills to grow their own food sustainably in backyard gardens.

*And This Is My Garden* is an inspirational documentary film about the power of education to foster healthier lifestyles and the therapeutic affects of re-connecting youth & their elders to the earth. The film follows the teachers and their students for a season of planting, harvesting, preserving, and ultimately celebrating the fruits of their labour at the Mel Johnson School annual harvest display and community feast.

Sustainable, edible gardening addresses issues of Community Food Security, Empowerment, Environmental Improvement & and Chronic Disease Prevention. Along the way, the students improve academic achievement, develop a sense of responsibility, pride and accomplishment, and engage their elders to work toward building healthier communities and a sustainable future. The film addresses the larger issues affected by this innovative school gardening project, which literally breaks new ground in education and has the potential to change the way we live.

The success of the Mel Johnson School Gardening Project has been recognized by the United Nations Commission on Sustainable Development, the David Suzuki Foundation, and Manitoba Conservation.

“...And This Is My Garden” has won:

- Most Inspirational Film Award at the EcoFocus Film Festival, Athens, Georgia. <http://ecofocusfilmfest.org/films>
- Audience Award - Inspiring Lives, Princeton Environmental Film Festival, Princeton, New Jersey <http://www.princeton.lib.nj.us/peff/>

**Wabowden**, is situated near the geographic centre of Manitoba, north of the 54th parallel – and was once part of the historic Grass River Fur Trade route. It is home to approximately 600 residents, the majority of whom are of First Nations and Métis heritage.

## Self-guided tour of Fredericton's W.W Boyce Farmers' Market

### About the market:

The W.W. Boyce Farmers' Market has been a popular tradition in Fredericton since 1951. Local farmers, artisans, entrepreneurs, bakers and crafts people offer a wide variety of unique items, food and seasonal products. This market continues to be a valued and important part of the local community where relationships exist between the vendors, customers and their families. The market has also been recognized nationally in both the *Globe and Mail* and *Harrowsmith Magazine* as one of the top farmers' markets in Canada.

A tempting array of fresh produce, home baked breads and sweets, meat, fish, poultry, eggs, crafts, flowers, and various ethnic foods will be available.

### Points of interest:

- fresh samosas (at Samosa Delight and Yummy Samosa)
- fresh-squeezed orange juice (at Dalton's Orange Juice)
- free samples of locally made cheeses (at The Cheese Market)

### Directions: The Wu Centre, University of Fredericton to W.W. Boyce Farmers' Market

Walking: (Takes approximately 15-20 minutes)



1. Head **northeast** on **Duffie Dr**  
100 m
2. At the roundabout, take the **1st** exit onto **Dineen Dr**  
350 m
3. Turn left onto **Kings College Rd**  
99 m
4. Turn right onto **Windsor St**  
550 m
5. Slight left toward **Regent St/NB-101 N**  
400 m
6. Slight right onto **Regent St/NB-101 N**  
550 m
7. Turn right onto **George St**  
The market will be on the left.

**Shuttle Bus Info:** Please note that all the Congress shuttle buses will be in service picking up people from the airport, so there will not be any dedicated shuttle buses to the market.

**When to be back on campus:** Plenary session begins at 10:30 am.