

**Food Politics: From the Margins to the Mainstream
PROGRAM**

Thursday 30 June 2016

8.30am – 9.15am	Coffee and registration	
9.15am – 9.30am	Welcome	
9.30am – 10.30am	Keynote: Professor Michael Goodman (University of Reading) 'Assessing Food (Studies) in the Anthropocene Across Three Moments (with Loads of Questions)'	
10.30am – 11am	Morning tea	
	<i>Auditorium</i>	<i>Tranquillity Room</i>
11am – 12.30pm	<p><i>Session 1a: The Limits of Ethical Consumption</i> <i>Chair: Michelle Phillipov</i></p> <ol style="list-style-type: none"> Christopher Mayes, 'On the Limits of Political Consumption: Why Resisting "Big Food" with Labels is a Trap'. Christine Parker, Rachel Carey and Gyorgy Scrinis, 'Deception or Inception? Does Higher Animal Welfare Labelling Create a Pathway for Greater Recognition of Animal Rights in Food Production in Australia or Just Mislead Ethical Consumers?' Fred Gale, 'Science, Politics and Meaning: The Debate over "Free Range" Egg Production'. 	<p><i>Session 1b: Accessing Healthy Food Systems</i> <i>Chair: Jess Loyer</i></p> <ol style="list-style-type: none"> Sandra Murray, Stuart Auckland, Leah Galvin, Alexandra C. King and Caitlin Saunders, 'Building Resilience into Tasmania's Emerging Local Food Economy to Improve Community Access to Healthy Food'. Jenni Downes, 'Do Alternative Food Networks Increase Accessibility of Healthy Food in Australian Cities? A Case Study of City of Sydney'. Julia McCartan and Liza Barbour, 'Equipping the Future Food and Nutrition Workforce with the Tools to Mend a Broken Food System'.
12.30pm – 1.30pm	Lunch	
1.30pm – 3pm	<p><i>Session 2a: Mediating Food Politics</i> <i>Chair: Katherine Kirkwood</i></p> <ol style="list-style-type: none"> Nicole Tarulevicz, 'Singaporean Food Politics: From the Mainstream to the Mainstream'. Nathan Taylor, 'Food Imaging: Visual Consumption Trends in Popular Food Media'. Morag Kobez, 'Media Representations of Restaurant Experiences: Had the Rise of Social and Digital Media Made Everyone a Food Critic?' 	<p><i>Session 2b: Reimagining Food Production</i> <i>Chair: Fred Gale</i></p> <ol style="list-style-type: none"> Maarten Stapper, 'The Real "Clean and Green" Farming and Demand for Healthy Foods'. Felicity Denham, 'Working with the Food Industry to Improve their Supply Chain Environmental Impact'. Dianfan Zhou, 'Glasshouse Vegetable and Fruit Production: A Consumer's Perspective'.
3pm – 3.30pm	Afternoon tea	

3.30pm – 5pm	<p><i>Session 3a: Mainstreaming Traditional Food Practices</i> <i>Chair: James Stewart</i></p> <ol style="list-style-type: none"> 1. Michael Adams, 'Wild Tradition'. 2. Cressida Rigney, 'From "Bush Tucker" to Indigenous Cuisine: Australian Indigenous Alternative Food Networks'. 3. Craig Adams, 'Marginal French Food? The Implementation of the Republic's Disciplinary Power'. 	<p><i>Session 3a: The New Politics of Farming</i> <i>Chair: Sandra Murray</i></p> <ol style="list-style-type: none"> 1. Zainil Zainuddin, 'Ethical and Sustainable Food Production Practices in Victoria: The Emergence of a "New Agriculturalist" Movement in Victoria in Response to the Dominant Industrial Agriculture Practices'. 2. Michelle Phillipov, 'Supporting "Our Aussie Farmers": Supermarkets, Media, and the Strategic Manufacture of Consumer Trust'.
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Friday 1 July 2016

8.30am – 9am	Coffee and registration	
9am – 10am	<p>Keynote: Associate Professor Tania Lewis (RMIT University) 'Foodbytes: Eating, Cooking and Provisioning in a Digital Age'</p>	
	<i>Auditorium</i>	<i>Tranquillity Room</i>
10am – 11am	<p><i>Session 4a: The Politics of Food Television</i> <i>Chair: Tania Lewis</i></p> <ol style="list-style-type: none"> 1. Katherine Kirkwood, 'Culture Clash: The Complexities of High and Low Food Culture in <i>Big Chef Takes on Little Chef</i>'. 2. Luke van Ryn, '"Fish Isn't a White Thing in Shrink-Wrap from Coles": Food Sustainability in the Production of <i>MasterChef Australia</i>'. 	<p><i>Session 4b: Sustainability and the Social</i> <i>Chair: Lea Coates</i></p> <ol style="list-style-type: none"> 1. Benjamin Wills, 'Let Them Pay for Cake: Considering Social Enterprise Business Models for Emergency Food Relief in Australia'. 2. Claudia Laviolette, 'From the Margins, to the Mainstream, to the Margins: Explaining Social Change Through the Lens of Gabriel Tarde's Social Theory'.
11am – 11.30am	Morning tea	
11.30am – 1pm	<p><i>Session 5a: Rethinking Food Scares</i> <i>Chair: Michael Goodman</i></p> <ol style="list-style-type: none"> 1. Heather Bray, Rachel Ankeny, Jessica Loyer and Emily Buddle, 'A "Natural" Symbol: Nature, Morality, and the Politics of Online Raw Milk Advocacy Communities'. 2. Alanna Linn, 'Raw Milk(s) and Regulation in Australia'. 3. James Stewart, 'Dairy Fears: Moral Panic Around Food Contamination in Contemporary Sri Lanka'. 	<p><i>Session 5b: Sustainable Regional and National Development</i> <i>Chair: Benjamin Wills</i></p> <ol style="list-style-type: none"> 1. Lea Coates, 'Mainstreaming Niche—Be Careful What You Wish For: A King Island Case Study'. 2. Katsuhiko Suganuma, 'Sushi Reconstructed: Gender, Representation, and Global Consumption'. 3. Rajendra Adhikari, 'Collaborating with Grassroots Stakeholders to Mainstream Food Issues in the National Development Agenda: A Case From Nepal'.

1pm – 2pm	Lunch	
2pm – 3.30pm	<p><i>Session 6a: Meat Politics</i> <i>Chair: Christopher Mayes</i></p> <ol style="list-style-type: none"> 1. Yvette Wijnandts, 'Rethinking Difference via the Non-Human Animal: Consuming the Kangaroo'. 2. Xavier Mayes and Judith Friedlander, 'Meat of the Matter: How Values and Motivations Towards Meat Reduction Affect the Adoption of Dietary Changes'. 3. Judy Friedlander, 'Connecting the Dots Through Jamie Oliver: How Jamie Oliver, as a Meta-Frame or Cultural Intermediary, Acts to Both Connect Social Media Audiences and Help to Build a Broader Collective Interest in Meat Reduction'. 	<p><i>Session 6b: New Models of Food Retail and Packaging</i> <i>Chair: Luke van Ryn</i></p> <ol style="list-style-type: none"> 1. Elaine Xu and Terence Lee, 'Foodscape Mediation in Australian Supermarkets: The Cultural Uses of Private-Label Products'. 2. Bhavna Middha, 'Pop Ups as Spatially Mobile Practices and Their Energy Implications'. 3. Matthew Wilson, 'Consumer Driven Changes in Modern Food Packaging'.
3.30pm – 4pm	Afternoon tea and closing remarks (Professor Michael Goodman)	