

# Dossier de candidature – Session

## Quatrième Convention Internationale d’Histoire et des Cultures de l’Alimentation - 7-8 juin 2018 – Tours (France)



### À noter :

- Le modérateur ne peut être communicant au sein de la session qu’il anime.
- L’organisateur pourra être le modérateur de la session. S’il est au nombre des communicants, il lui revient de trouver un modérateur ou, à défaut, un modérateur sera attribué par les organisateurs de la conférence.
- Les sessions dureront 90 minutes. Outre le modérateur, elles comprendront soit un modérateur et deux communications d’une durée de trente minutes chacune soit trois communications d’une durée de vingt minutes chacune. Ces communications pourront être présentées en anglais ou en français.

***Titre de la session, co-organisée par Rachel Reckinger (Université du Luxembourg) et Stefan Wahlen (Wageningen University)***

**Foodscales in Transition: Policies and Politics Advancing Sustainable Development and Social Justice**

In this session, we would like to discuss the impact, risks and motivations of producers and consumers altering foodscales. Of particular interest are enabling types of governance that improve ecological balance and social justice in policies of governmental regulation and institutions but also in the politics of for example alternative food movements.

The main impact that heterodox actors can have seems to be, on one hand, the creation of resourcefulness from innovative niches, not designed to be upscaled but spread by ubiquitous networking and, on the other hand, the exemplification of heterodox economic practices that reduce the current deskilling of producers and consumers and the depletion of natural resources. The risk associated with heterodox initiatives is, besides basic economic viability, territorial competition over land and resources, as well as – more insidiously – the potential of co-option by neoliberal corporate agendas. The motivations of actors involved in such social movements, albeit diverse, tend to stem from a stance of care and ethical (self)government, often using community self-organisation-tools. Such an analysis of food value chain practices focuses on negotiations and struggles among actors in a multifaceted foodscape, where some block and some enhance transitions. Viewing the relationships, interconnectedness and agency of niche innovations and regime hegemonies opens up the perspective of contested knowledge claims. Additionally, the ways in which actors in the regulatory field advance transitions by policy measures and initiatives need to be considered, and in particular the processes of politicization as interdependencies between movement actors and the public sphere.

Yet, the daily practices stay embedded in social, cultural and economic constraints and in routines, which are built on tacit knowledge, collective learning and engrained practices; even though repetitive, they can account for both reproduction and innovation. Which types of governance at all levels have shown themselves to be effective in supporting and empowering such bottom-up changes in “knowing and growing food in a contested arena” (Goodman, DuPuis, Goodman, 2014)?

## *Participants*

### **Organisateur 1**

Nom : Reckinger

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Institution de rattachement<sup>1\*\*</sup> (pour les chercheurs indépendants, le mentionner) :  
Université du Luxembourg

Pays : Luxembourg

Organisez-vous plusieurs sessions ?      Oui      Non X

### **Organisateur 2**

Nom : Wahlen

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Pays : Pays-Bas

Organisez-vous plusieurs sessions ?      Oui      Non X

### **Modérateur**

Anne Murcott ; SOAS Food Studies Center, University of London

### **Communicant 1**

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Titre de la communication :

Alternative Actors in the Foodscape: Enabling Policies and Politics of Contested Claims for Social and Environmental Justice.

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1      **Important** : ne pas indiquer son laboratoire mais seulement son institution de rattachement (université etc.).

2      **Important** : ne pas indiquer son laboratoire mais seulement son institution de rattachement (université etc.).

3      **Important** : ne pas indiquer son laboratoire mais seulement son institution de rattachement (université etc.).

## **Communicant 2**

Nom : Halkier

Prénom : Bente

Institution de rattachement<sup>\*\*</sup> (pour les chercheurs indépendants, le mentionner) :

University of Copenhagen

Pays : Denmark

Titre de la communication :

Re-Framing Convenience Food in a More Sustainable Direction? Convenient Food, Food Practices and Food Provisioning Regimes Across Four Cases.

## **Communicant 3**

Nom : Wahlen

Prénom : Stefan

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Pays : Pays-Bas

Titre de la communication :

Sustainable Food Consumption: Norms, Morality and Consumer Ethos.

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## ***Résumés des communications – 250 mots***

### **Alternative Actors in the Foodscape: Enabling Policies and Politics of Contested Claims for Social and Environmental Justice**

*Rachel Reckinger*

Recently, a number of resourceful community-driven initiatives for local food production and retail have arisen in Luxembourg, where low organic agricultural rates are paired with high consumer demands for organic produce, leading to a largely imported organic market. As an encompassing reaction, a niche of social innovators are combining agro-ecological land use and food production with locavorousness and circular economy.

Based on qualitative interviews and participant observation, we expand on four case studies of fruit and vegetable production as well as unpackaged and/or socially responsible food retail in today's Luxembourg. One has been established since the 1980s with over 200 employees, partly in social insertion measures, producing and importing organic fruit and vegetables. Since 2014, three significantly smaller initiatives with higher citizen involvement have emerged, with a cooperative governance structure, a claimed community-supported agricultural outlook, a dynamic presence on social media and regular hands-on workshops and activities. These recent initiatives are more radical in their agro-ecological and/or permaculture practices. In a renewed enacting of circular economy precepts, they focus on local production without relying on imports, as a politicized step further than (possibly industrialized) organic production.

Grounded in heterodox experiences of alternative actors in food production and retail niches, we analyse ethical entrepreneurship and the governmentality at its core, political enabling or disabling structures and regulations, as well as commodification and upscaling issues. Therefore, this paper touches on governance interrelations between food policies and politics the politics of contested claims for, and practices of, social and environmental justice.

## **Re-Framing Convenience Food in a More Sustainable Direction? Convenient Food, Food Practices and Food Provisioning Regimes Across Four Cases**

*Bente Halkier*

Convenience food has become an increasingly present part of food routines in everyday life, but it is still considered lower quality food and normatively slightly ‘improper’ meals, due to its reputation for being more industrialised, less healthy, and less environmentally friendly. However, the market for convenience food is diversifying these years, so that is possible to get convenience food that is e.g. more healthy and less unsustainable. Furthermore, when researchers re-frame what convenience might consist in, by looking at the ways in which different kinds of food provisioning, cooking, eating and wasting can become convenient, it becomes possible to describe, analyse and discuss to which degree convenient food practices and provisioning regimes can change towards more sustainable directions (Jackson et al, 2018). This paper will compare the degrees and types of conveniencisation across four empirical cases from an EU-financed research project, FOCAS. The theoretical approach is a practice theoretical one. The four cases are baby food (Sweden), ready-meals (UK), canteen food (Germany) and meal box schemes (Denmark). In particular, the potentials for sustainable food consumption from the different ways of practicing, organising and institutionalising convenient food will be discussed.

Jackson, P., H. Brembeck, J. Evert, M. Fuentes, B. Halkier, F. Hertz, A. Meah, V. Viehoff & C. Wenzl (2018). *Re-framing convenience food*. Palgrave.

## **Sustainable Food Consumption: Norms, Morality and Consumer Ethos**

*Stefan Wahlen*

The sustainable development goal on sustainable consumption and production outlines that food can significantly contribute to a more sustainable development. In recent years increased research as well as public interest has attempted to promote more sustainable food consumption. Yet, the debates often responsabilize individual consumers for the outcome of their behavior. Many of these debates neglect collective features of consumption. This is where this contribution seeks to fill a gap: the contribution aims at scrutinizing media debates surrounding sustainable consumption. I am interested to the contribution of media debates rendering sustainable consumption as morally acceptable. The research question accordingly asks: how is sustainable consumption and associated consumer ethos as way of thinking about consumers described in media debates. The contribution scrutinizes the description of sustainable food consumption in daily press and the moral associations. The analysis of newspaper articles published in a daily press review of the major German consumer organization reveals two different consumer ethoses: a parsimonious and a renunciative consumer ethos. Discussions centred around food and packaging waste, the best-before date, but also around organic and vegetarian food as a more sustainable option and the social acceptability thereof. In a parsimonious consumer ethos, consumers are depicted as relating to efficiency. Consumer should follow a morality of thriftiness in what concerns sustainable food consumption. In the renunciative consumer ethos, the data reveal sustainable consumption as relating more to sufficiency. Consumers should refrain from particular parts of food consumption in order to protect the environment. We can also see that the consumer is to some extent responsabilised for activities that lie beyond the consumers' scope of practice but should be looked after in terms of scrutinizing systems of provision. In the end, distinguishing these two ethoses can assist in developing policy measures, as these extent beyond the traditional understanding of the consumer as market participant, but acknowledge everyday activity and its morality in consuming as collective features of consumption.



## ***CV – 250 mots***

Organisateur 1 :

***Rachel Reckinger, PhD in Sociology, MA in Anthropology***

### ***Current Position***

Sociologist and Anthropologist, Senior Researcher in Sustainable Food Studies, Research Unit IPSE, University of Luxembourg, Esch-sur-Alzette.

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### ***Selected research projects***

- “Sustainable Food Practices”, funded by Ministry for Sustainable Development and Infrastructures, Luxembourg and the University of Luxembourg. 2016-2021.
- “Approvisionnement Régional Organisé pour une Meilleure Alimentation (AROMA)”, funded by INTERREG (project-lead: Conseil Général de Meurthe et Moselle), 2018-2021.
- “Strategies of Regionalisation: Constructing Identity Across Borders (IDENT2)”, funded by the University of Luxembourg, 2012-2016.
- “Identités socio-culturelles et politiques identitaires au Luxembourg (IDENT)”, funded by the University of Luxembourg, 2007-2010.

### ***Selected publications***

Reckinger, Rachel (under review) : « Social Change for Sustainable Localised Food Sovereignty. Convergence between Prosumers and Ethical Entrepreneurs », *Sociologia del Lavoro*, special issue Pro-sumers on the move: overcoming the line between labour and consumption, n. 152 (4) 2018.

Reckinger, Rachel/Régnier, Faustine (2017) : « Public Health Campaigns in Europe : Reception and Implementation of Nutritional Recommendations in Luxembourg », *Appetite* 112 (p. 249-259).

Reckinger, Rachel (2016) : « Sustainable Everyday Eating Practices from the Perspective of Spatial Identifications », in : Reckinger, Rachel/Wille, Christian/Kmec, Sonja/Hesse, Markus (éds.) : *Spaces and Identities in Border Regions. Politics – Media – Subjects*, Bielefeld. transcript (p. 252-266).

Reckinger, Rachel/Wille, Christian (éds.) (2015) : *Räume und Identitäten als soziale Praxis*. special issue with contributions by Laura Kajetzke, Markus Schroer, Georg Glasze, Nadine Marquardt, Verena Schreiber, Tilo Felgenhauer, Christian Wille, Julia Lossau and Benno Werlen), *Europa Regional. Themenheft* : « Räume und Identitäten als soziale Praxis », 21 (1-2/13), 2015 (92 p.).

Reckinger, Rachel (2012) : *Parler vin. Entre normes et appropriations*. Tours/Rennes, Presses Universitaires François Rabelais/Presses Universitaires de Rennes, coll. *Tables des Hommes* (385 p.).

Reckinger, Rachel (2011) : « ‘Good’ Food. Oscillation between Political Concept and Individual Everyday Practice », in : IPSE (éd.) : *Doing Identity in Luxembourg. Subjective Appropriations – Institutional Attributions – Socio-Cultural Milieus*. Bielefeld, transcript (p. 255-271).

## Organisateur 2 :

Stefan Wahlen is Assistant Professor for "Consumption Governance" at the Sociology of Consumption and Households group of Wageningen University, the Netherlands. Stefan's research is concerned with consumption governance, which is the interplay of politics and policies pertaining to consumption. Consumption governance is manifested in consumer policies and consumption movements. Considering consumption as a broader social phenomenon than just market exchange, consumption conduct in social practices is governed in everyday, household contexts by collective features. Currently Stefan is interested in two streams of research: first, in consumer ethos, moralities and moralizing consumption, hence how particular discourses, e.g. by consumer movements, contribute to normalize consumption practices. Second, the research is interested in performative and material aspects of consumption practices finding their way into governing consumption by consumer policies. Both streams of research mostly deal with the domains of food and eating as well as collaborative lifestyles and a sharing economy. All these research activities stem from Stefan's background with a M.Sc. in food and household studies from the University of Bonn (Germany) and a Ph.D. in consumer economics from the University of Helsinki (Finland). In the recent past, he has been guest editor (with Mikko Laamanen) for a special issue on "Lifestyle, Consumption and Social Movements" at the International Journal of Consumer Studies and currently editing a book on contemporary forms of collaborative consumption. He is further a board member of the European Sociological Association's (ESA) research network for sociology of consumption.

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***Current Position***

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***Selected research projects***

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Communicant 2 :

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### ***CURRENT POSITION***

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### ***SELECTED RESEARCH PROJECTS***

- “Food, Convenience and Sustainability” (Funded by ERA-Net SUSFOOD). 2014-2017.
- “Green Regional Food Experiences” (Funded by The European Social Fund, and the European Fund for Regional Development). 2011-2014.
- “Network Communication and Change of Food Practices” (Funded by The Danish Social Science Research Council). 2008-2010.
- “Can consumers save the world? Everyday food consumption and dilemmas of sustainability” (Funded by Norfa). 2008-2009.
- “Consumer Trust in Food” (Funded by the European Commission). 2001-2004.
- “The Risks of Consumption. Environmental Norms and Consumer Practices” (Funded by The Strategic Programme for Environmental Research). 1998-2000.

### ***SELECTED PUBLICATIONS***

- Halkier, B. (2017). Mundane science use in a practice theoretical perspective. A discussion of different understandings of the relations between citizen-consumers and public communication initiatives build on scientific claims. *Public Understanding of Science*. 26, 40-54.
- Keller, M., **Halkier, B.** and Wilska, T.A. (2016). Policy and governance for sustainable consumption at the crossroads of theories and concepts. *Environmental Policy and Governance*. Introductory article for the special issue on sustainable consumption. 26, 75-88.
- Halkier, B (2013). A practice theoretical perspective on change behaviour campaigns and sustainability issues. In M. Cohen, H. Brown & P. Vergragt (eds.): *Innovations in sustainable consumption. New economics, socio-technical transitions and social practices*. Cheltenham, Edward Elgar.
- Halkier, B (2010). *Consumption Challenged. Food in Medialised Everyday Lives*. Aldershot, Ashgate.

### Communicant 3 :

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