BSA FOOD STUDY GROUP

Food, Society and Public Health Conference
PROGRAMME

14th – 15th July 2008
British Library Conference Centre,
London

The British Sociological Association
Serving and Supporting the British Sociological Community

Why join the BSA? Membership benefits

Membership of the British Sociological Association offers three-fold benefits. Through our comprehensive range of events and services, the BSA is able to help members' **professional development** and to help sociology develop into a **stronger discipline**. BSA members also enjoy many **personal benefits** such as free journal subscription, discounts and prizes, as well as unparalleled **networking** opportunities and **friendships**.

Personal benefits

SAGE Full-Text Collection
Free access to SAGE's comprehensive database including the full text of 37 sociology journals encompassing over 45,900 articles and up to 55 years of backfiles.

Free BSA journal subscription
Free copy of either of the high-profile BSA journals *Sociology* or *Work, Employment and Society*. Generous member discounts on second subscription and new journal *Cultural Sociology*.

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Generous members' discount on BSA Annual Conference and other events. 30% discount on all SAGE books and journals, and 50% discount on selected journals.

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BSA members have exclusive access to a range of resources via our website:
- Access to SAGE Sociology Full-Text Collection and SAGE Journals Online;
- Current and archive issues of *Network* magazine and e-newsletter online;
- Information on courses and funding;
- CV noticeboard and job alerts;
- Information pack on media;
- Information pack on publishing;
- Information on professional practice for sociologists;
- Searchable database of member expertise;
- And lots more…

Professional development

Conferences
The BSA runs various conferences annually, providing members an opportunity to present their research and network with fellow sociologists and publishers.

Study groups
The BSA supports more than 40 study groups, offering a specialist community for networking, research, publications and events. There are also groups for postgraduates and sociologists outside academia.

Publishing
The BSA journals provide a high-profile platform for members to publish and receive feedback on their research.

Volunteering
Through vacancies on their journal editorial boards and management teams, the BSA offers members various ways to get involved and boost their CV.

BSA Support Fund
Low-income members can benefit from assistance towards expenses.

Prizes
Members are eligible for various prizes for their work, including the Philip Abrams Memorial Prize worth £1000.

See a comprehensive list of benefits at: www.britsoc.co.uk/members

We look forward to welcoming _you_ to the British Sociological Association.

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WELCOME

BSA Food Study Group Conference
Food, Society and Public Health

Welcome to the BSA Food Study Group Conference. We are pleased to welcome our two plenary speakers: Dr Claude Fischler, EHESS & CNRS Paris will give the opening plenary, entitled, *'Commensalism vs Consumerism – 'public' vs 'private' eating: views of food and eating on the US and five European countries'*. Professor Allison James, Changing Food Changing Families Research Programme, University of Sheffield will open day two of the conference with her plenary, **'Children's Food: Reflections on Politics, Policy and Practices'**. We welcome all delegates to the conference, particularly those travelling from overseas.

On Monday there will be a **Tour of the British Library** at 11:00, which for those of you who have pre-booked to attend this will focus on the history and architecture of the building.

We do hope that you will all come to the **Conference Reception** for a welcome drink on Monday evening in the British Library staff restaurant, with its roof terrace and panoramic views, at 18:15. This is a good opportunity to meet old friends and new people at the conference.

There will be refreshments available in the foyer at break times during the conference. We welcome any comments you may have on the format or organisation of this or future conferences. Please let us know your views either by speaking to one of the conference organisers, or via the suggestion box at the conference registration desk.

We have included all the submissions that met the submission criteria as either papers or posters. The timings and abstracts of **oral presentations** are listed in the conference programme, **poster presentations** will be displayed in Meeting Room 1, which will be open for the duration of the conference. In order to give delegates an opportunity to view these and to meet the presenters, there is a designated poster viewing time on Monday at 17:25 – 18:00. A listing of poster presentations and abstracts are also included in the conference programme.

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

Wendy Wills, Libby Bishop, Liz Dowler, Alizon Draper, Sue Gregory and Frances Short

BSA Food Study Group Conference Committee

BSA FOOD STUDY GROUP CONFERENCE COMMITTEE 2007/2008

Conference Organisers (wearing red badges)

Wendy Wills	CRIPACC, University of Hertfordshire	**Convenor, Programme, Special Events, Keynotes**
Libby Bishop	ESDS Qualidata, University of Essex	**Programme**
Liz Dowler	Department of Sociology, University of Warwick	**Programme, Chairs, Publicity, Special Needs**
Liza Draper	Department of Integrated Health, University of Westminster	**Publishers, Entertainment, Social Programme**
Sue Gregory	RUHBC, University of Edinburgh	**Special Needs, Audio Visual, Publicity**
Frances Short	CRIPACC, University of Hertfordshire	**Entertainment, Social Programme**

ACKNOWLEDGEMENTS

As always many people have helped with organising the conference. Thanks to Liz Jackson and her colleagues at the BSA office for their support.

The conference committee would also like to thank the British Library for their support of this event.

BSA FOOD STUDY GROUP

Introduction

The BSA Food Study Group joined forces with the Scottish Colloquium on Food and Feeding (SCOFF) in 1994. The group aims to encourage the sociological analysis, both theoretical and empirical, of all aspects of food production and consumption.

The Food Study Group holds seminars and longer, themed, events throughout the UK. The aim is to provide a forum for stimulating debate amongst academics, practitioners and others interested or involved in social science research on food, diet and eating.

Forthcoming Events

London Lunch and Seminar Series 2008
All meetings are held on Mondays, starting with coffee at 11.15am and ending in time for a late lunch at a local restaurant. Seminars are free for study group/BSA members to attend. Meetings are usually held at the University of Westminster.
- **15 September: Rebecca O'Connell will present on: The Negotiation of 'Kincorporation': the social relations of childminding viewed through food**
- **8 December: Jakob Klein, SOAS Food Studies Centre, will talk about his work in China.**

Edinburgh Meetings 2008
All are welcome to attend SCOFF's informal lunchtime meetings, held at the University of Edinburgh. Members are invited to share ideas and discuss their research and other activities or topics related to the sociology of food. Periodically, meetings also feature brief presentations from people doing work in the area. Please bring your lunch; SCOFF provides tea/coffee and biscuits. Non-members are welcome to join us to find out more about the group. Please contact Sue Gregory (tel: 0131 650 6199) or Debra Gimlin (tel: 01224 272771) for further details, to reserve a place or to discuss ideas for future meetings/speakers.
- **Friday, 19th September 2008 - Laura Nisbet, University of Edinburgh 'Retail provision and accessing healthy food in remote Scottish island communities'**
- **Friday, 12th December 2008 - Ed Harris, University of Edinburgh, title to be confirmed**

Joining the Group
New members, including students, are very welcome to join the Group. To put your name on the Food Study Group mailing list please contact Wendy Wills or complete the form available online at www.britsoc.co.uk/specialisms/food. Membership of the group is £28 but members of the BSA can join for free.

Contact the Convenors
Offers of help, venues or ideas for future events are always welcome. Please forward relevant/appropriate reviews of books/articles for inclusion on this site. Links to other organisations also considered.
Dr Wendy Wills Centre for Research in Primary & Community Care (CRIPACC), University of Hertfordshire. Tel: 01707-286165; Email: w.j.wills@herts.ac.uk
Dr Debra Gimlin (co-convenor, Scotland) Department of Sociology, University of Aberdeen. Tel: 01224-272771; Email: d.gimlin@abdn.ac.uk
Dr Susan Gregory (co-convenor, Scotland) Research Unit in Health, Behaviour and Change, University of Edinburgh. Tel: 0131 650 6199; Email: s.gregory@ed.ac.uk

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INFORMATION DIGEST

Registration

The conference office will be open in the foyer of the conference centre from 12:30am until 18:00 on Monday and from 09:00am on Tuesday. Please note that delegates should wear their conference badge at all times, otherwise you may be refused access to conference sessions and service of refreshments and meals.

Messages

During the conference please direct all telephone messages to the British Sociological Association office on +44 (0)191 383 0839. Please make reference to the BSA Food Study Group Conference, as the office staff will need to know how to direct your call.

There will be a message board situated in the foyer where delegates can leave messages for each other.

Programme Changes

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

Plenary Sessions

Claude Fischler, EHSS and CHRS, Paris will speak on **'Commensalism vs Consumerism – 'public' vs 'private' eating: views of food and eating in the US and five European countries'** on Monday 14th July at 14:00 in the Auditorium.

Allison James, (Changing Food Changing Families Research Programme), University of Sheffield will speak on **'Children's Food? Reflections on Politics, Policy and Practices'** on Tuesday 15th July at 09:30 in the Auditorium.

Poster Exhibition

Posters will be displayed in Meeting Room 1 for the duration of the conference. There is a designated poster viewing time from 17:25-18:00 on Monday 7th September and presenters will be available during this time to discuss their work. Additional times may be indicated on individual posters.

Monday Evening Reception

There will be a reception held on Monday Evening from 18:15-20:00. This will be held at the British Library Staff Restaurant and is free for all delegates to attend.

Lunch

Lunch is provided on Tuesday 15th July only. This will be available to delegates in the foyer. Lunch on Monday is not included but the British Library has three catering outlets onsite which serve lunch from 11:45 – 15:00.

Tea and Coffee

Tea and coffee will be served in the foyer at the times specified below

Monday 14th July 2008 15:00-15:20.

Tuesday 15th July 2008 10:30-10:50.

Water will be available throughout the conference.

Meeting rooms

All conference sessions will take place in the British Library conference centre rooms including the Auditorium and Meeting rooms 1, 2 and 3.

PowerPoint

All meeting rooms will be equipped with a screen, powerpoint and laptop. Presenters should bring with them a copy of their presentation file on a CD or USB memory stick.

Presenters should access session rooms 15 minutes before their stream starts or during lunchtimes.

Email Facilities

Wireless internet is available in the British Library but charges do apply. **Remember to bring your laptop if you wish to use this facility, as the British Library and the BSA will not provide them.**

Outline Programme

Monday 14th July 2008

12:30 onwards	Registration opens	*Conference Centre Foyer*
13:45 – 14:00	Conference Welcome: British Library Chief Executive	*Auditorium*
14:00 – 15:00	Keynote: Claude Fischler	*Auditorium*
15:00 – 15:20	Break	*First Floor Conference Centre*
15:20 – 16:20	Paper session 1	*Auditorium & Meeting Rooms 2 & 3*
16:25 – 17:25	Paper session 2	*Auditorium & Meeting Rooms 2 & 3*
17:25 – 18:00	Poster session	*Meeting Room 1*
18:15 – 20:00	Drinks reception	*British Library Staff Restaurant*

Tuesday 15th July 2008

09:00 onwards	Registration opens	*Conference Centre Foyer*
09:30 – 10:30	Keynote: Allison James	*Auditorium*
10:30 – 10:50	Break	*First Floor Conference Centre*
10:50 – 11:50	Paper session 3	*Auditorium & Meeting Rooms 2 & 3*
11:55 – 12:55	Paper session 4	*Auditorium & Meeting Rooms 2 & 3*
12:55 – 14:00	Lunch	*First Floor Conference Centre*
14:00 – 15:00	Paper session 5	*Auditorium & Meeting Rooms 2 & 3*
15:05 – 16:05	Paper session 6	*Auditorium & Meeting Rooms 2 & 3*

Dr Claude Fischler

Commensalism vs Consumerism – "public" vs "private" eating: Views of food and eating in the US and five European countries

Most approaches to improving diet have been based on trying to measure how much and what is eaten by individuals – a very difficult task altogether. I present evidence that how the food is eaten plays an important part among the determinants of food intake : by this I mean the cultural context of eating, i.e. implicit, collective, culture specific rules and categories applied to food and eating.

Recent data from comparative, qualitative and quantitative surveys on attitudes (N>7000, six countries: US, UK, Switzerland, Germany, Italy, France) and on time use and activities (N=1600, Columbus, Ohio and Rennes, France) suggest that cultures with a highly individualized, as it were de-socialized, relationship to food, may be more susceptible to obesity than other cultures with a strong emphasis on sociability and shared enjoyment. Such seems to be the case of the United States in contrast, in particular, to southern European cultures. In our sample, Americans tend to consider food and eating as an individual, private issue – rather than a collective, social one – and seem to equate food exclusively with nutrition and health. In stark contrast, Italian interviewees consider freshness and quality of foodstuff essential, and French respondents, while sharing the concern about quality and taste, emphasize what they call « conviviality », i.e.the social aspects involved in, and structuring, the experience of eating.

Public health policies have long been aimed at individuals, inciting them to change their behavior for "rational, healthy choices". This may have produced more adverse than positive results. Medicalization and individualization of food and eating by both the industry (health and nutrition claims) and public health (guidelines for "the people" aimed at individual behavior, food pyramids, etc), both echoed and amplified by the media, lead to a "nutritional cacophony" and various degrees of anxiety, while there may be long unsuspected benefits to commensalism.

Dr. Claude Fischler earned his PhD in sociology from the Ecole des Hautes Etudes en Sciences Sociales (EHESS) in Paris. His early research on beliefs and social representations in contemporary Western societies was pursued under the auspices of his mentor Edgar Morin. It led him to work on topics such as rumors, contemporary use and consumption of astrology, or the structures of media narratives. After subsequent long term fieldwork studies on urban planning and policies, their genesis and their local consequences, Fischler became interested in the interfaces between biology and

culture. He took on food and eating as his main object of research in the mid seventies. Working in a deliberately interdisciplinary perspective, he explored the structure and function of cuisines, taste and preferences, body image and their evolution and change over time and space (L'Homnivore, Paris: Odile Jacob, 1990, 2001; to be published in english by University of California Press). Subsequently, his work came to focus on perception of risk, "scares" and crises, on comparative approaches of attitudes toward food and health across cultures (in relation to, among other things, prevalence of obesity), on the reception and perception of sensitive technologies and on assessment and measurement of well-being and quality of life in a comparative perspective.

Dr. Fischler is a Directeur de recherche at CNRS, the national research agency of France and heads Centre Edgar Morin, a research and graduate studies unit of CNRS and Ecole des Hautes Etudes en Sciences Sociales in Paris.
He served on the Scientific Committee and the Expert Committee on Human Nutrition of AFSSA, the French Agency for Food Safety and on its board of directors. He is a member of the steering committee of the French National Program on Nutrition and Health and serves on the Expert Advisory Group on Risk Communication at EFSA, the European Food Safety Authority.

Most recent publication:
Fischler, C & Masson, E: Manger – Français, Européens et Américains face à l'alimentation. Paris: Odile Jacob, 2008.

Professor Allison James

"Children's Food? Reflections on Politics, Policy and Practices"

That the National Family and Parenting Institute in England has recently published a Family Friendly Food Guide clearly illustrates the ways in which the food that children eat is now high on the government's agenda. From a concern about rising levels of childhood obesity, the quality of school meals and children's access to vending machines through to advice on coping with pester power, avoiding family meal time troubles and advising childcare providers how to feed children, this food guide highlights "children's food" as a contemporary social issue.

However, as this paper explores, while there may be growing interest – indeed anxiety – about what children are eating, what is needed in order to address these concerns properly, is – first and foremost - a thorough understanding of what is meant by "children's food". We need to ask how it is being conceptualised? By whom? For whom? And with what consequences? If, as the paper argues, the food that children eat constitutes a lens through which adult-child relations are made visible, as they unfold in daily life, then understanding how these generational relations transpire and the meanings they take on is critical to any policy making designed to change children's diets.

Allison James is Professor of Sociology and Director of the Centre for the Study of Childhood and Youth at the University of Sheffield. She is also Professor 2 at Norwegian Centre for Child Research, Trondheim. She has worked in the sociology/ anthropology of childhood since the late 1970s and has helped pioneer the theoretical and methodological approaches to research with children which are central to the new childhood studies. Her work focuses on children as social actors and her research has included work on children's language and culture in relation to theories of socialisation, children's attitudes towards sickness and bodily difference and children's experiences of everyday life at home and at school.

Her most recent work explores children's experiences of hospital space and children as family participants. She is author of numerous articles and books on childhood including: (1990/1997) *Constructing and Reconstructing Childhood.* Basingstoke: Falmer Press (with A.Prout) ; *Theorising Childhood* (1998)Cambridge: Polity Press (with C.Jenks and A.Prout); *Research with Children* (2000/8) London: Falmer (edited with Pia Christensen); *Constructing Childhood: Theory, Policy and Social Practice* (2004) London: Palgrave (with A.L.James); *European Childhoods* (2008) London: Palgrave (

edited with A.L.James) and *Key Concepts in Childhood Studies* (2008 in press) London: Sage (with A.L. James).

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Sociology is published by the British Sociological Association, *the* organisation for sociologists in the UK. The BSA seeks to promote the identity of the discipline and its practitioners and to enhance the context for the pursuit of sociology. Its journals are highly regarded.

http://mc.manuscriptcentral.com/soc

Paper Session 1
Monday 14th July 2008 at 15:20 – 16:20

Food Systems		*Auditorium*
30 mins	Lee, R.	The Sociology of International Food Standards
30 mins	Petrick, G.	Industrializing Taste: Food Habits and Technological Change in the United States, 1900-1970

Open		*Meeting Room 2*
30 mins	Russell, P.	Archival Collection, Research Resource and Public Engagement: The British Library Oral History Food Collections
30 mins	Smith, R.	Becoming Bio-Political: Experimental Vitamin Research during WWI

Inequalities, Access and Availability		*Meeting Room 3*
60 mins	Dowler, E.	'Food poverty': examining epistemological and policy challenges

Paper Session 2
Monday 14th July 2008 at 16:25 – 17:25

Food Systems		*Auditorium*
30 mins	Gustafsson, U.	Children and healthy eating: conflict between policy and practice
30 mins	Share, M.	Who's responsible? Perspectives of principals, teachers, students, caterers and parents on school food provision and education

Consumption and Identity		*Meeting Room 2*
30 mins	Toyota, M.	Food, Health and Everyday Life among a Japanese Community in Northwest England: an Ethnographic Study
30 mins	Tuomainen, H.	Alone or together? The social context of eating among Ghanaians in London

Inequalities, Access and Availability		*Meeting Room 3*
30 mins	Meerabeau, L.	We Could Make a Meal Out of Nothing: Contexted Explanations of Inequalities in Health
30 mins	Sanmugeswaran, P.	Rising 'Malnourished Generation': A Study on Food Poverty and Malnutrition in the Northeast of Sri Lanka

Poster Session

Addis, S.G., James, K., Shepherd, M.	Evaluation of packed lunch guidance for parents and primary schools in Wales.
Camargo, T.S., Souza, N.G.	Learning to eat: Investigating the relationships between alimentary choices and medical-nutritional prescriptions in South Brazil.
Cardon, P.	Nutritional public policies and ageing: Impact of care at home and stay in hospital on elderly food.
Dickinson, A., Welch, C.	Thriving or Surviving in hospital? Older patients' and staff experiences of food and eating.
Giles, E.L., Lee, R.P.	Agri-Food Marketing: Assembling the Food Consumer.
Gregg, R.A., Ellahi, B., Cox, P.	The Impact of a community food initiative in changing the "food culture" of a community; A focus on mothers with young children.
Hammond, G.K., Chapman, G.E.	Gaining a contextualized understanding of middle-aged women's food choices for bone health.
Hawkins, N.V., Hobbiss,A, Hey. M.,Smith ,J., Smith,G., Masding, C., Bloomer, L.	Chinese Whispers: A critical Examination of community workers utilize nutritional skills training.
Jones, M., Salmon, D., Kimberlee, R., Orme, J., Rickaby, C.	Sustainable Sustenance in School: Organic, seasonal and local food agendas stretch the public health debate.
Kime, N. H.	Children's eating behaviours: An intergenerational study of family influences.
Lhuissier, A. L.	Diet, Weight-loss and the lower class: What determines the reception of dietary information?
Lin, Y.	Nottingham undergraduate students' discourse and practice about food.
Ludwig, A.F., Ellahi, B., Cox. P., Whelen, P.E.	Obesity and Health: Understanding the issues in Pakistani women living in the UK.
O'Connell, R.E.	How is childminding family-like?
Perkins, C.A.	'New Age' Shepherd's Pie: Health sustenance for the wise.
Pettinger, C.	Food choice priorities in rural communities in North Devon: An exploratory study.
Roberts, C. L.	The influence of social and environmental factors on food and nutrient intake in low-income households in the UK: findings from the Low Income Diet and Nutrition Survey.
Tamari, T.	'The Pleasure of Food': Women and the Emergence of Domestic Cooking in Early 20th Century Japan.

Paper Session 3
Tuesday 15th July 2008 at 10:50 – 11:50

Health and Medicalisation   *Auditorium*

| 30 mins | Nettleton, S. | 'May contain nuts': an exploration of narratives of food intolerance and food allergy |
| 30 mins | Griscotti, M. | Health claims for functional foods in Brazil and Europe |

Consumption and Identity   *Meeting Room 2*

| 60 mins | Wills, W. | The framing of class-based positions through family food and eating practices |

Inequalities, Access and Availability   *Meeting Room 3*

| 30 mins | Marshall, D. | Availability and affordability of healthy food: A national assessment and sentinel mapping study of food retailing in Scotland |
| 30 mins | Nisbet, L. | Retail provision and accessing healthy food in remote Scottish island communities |

Paper Session 4
Tuesday 15th July 2008 at 11:55 – 12:55

Health and Medicalisation   *Auditorium*

| 60 mins | Millstone, E. | Sociology of science as an analytical and evaluative tool for food and health policy |

Consumption and Identity   *Meeting Room 2*

| 30 mins | Murcott, A. | The interactional achievement of health as collective "social well-being": kosher in New York City and halal in Aquitaine. |
| 30 mins | Aalten, A. | Living on Lettuce. Food and the embodiment of the dancer's identity |

Inequalities, Access and Availability   *Meeting Room 3*

| 30 mins | Holmes, B. | The Impact of Food Insecurity on Food and Nutrient Intake in a National Survey of Materially Deprived Households in the UK. |
| 30 mins | Sharp, G. | School meals: the sociology of new alternative economic spaces |

Paper Session 5
Tuesday 15th July 2008 at 14:00 – 15:00

Health and Medicalisation   *Auditorium*

60 mins	Whittall, H.	Ethical issues in food and public health

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Consumption and Identity   *Meeting Room 2*

30 mins	Stewart, K.	The conceptual separation of food and animals in childhood.

Special Symposium   *Meeting Room 3*

2 hours	**Preserving food (data): Food-related research held at the UK Data Archive**	
	Bishop, L.	Cooking with Leftovers: Exploring and reusing existing food research data
	Caplan, P.	Studying food from methods to archiving: the history of the 'Concepts of Healthy Eating' projects

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Paper Session 6
Tuesday 15th July 2008 at 15:05 – 16:05

Health and Medicalisation   *Auditorium*

60 mins	Vrecko, S.	Anti-craving medications: appetite in economic, geographic and pharmaceutical transformation

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Consumption and Identity   *Meeting Room 2*

30 mins	Banwell, C.	Habits of a lifetime: Food consumption over the lifecourse
30 mins	Schubert, L.	Meals in a hurry: technical rationality and household food provisioning.

BRITISH SOCIOLOGICAL ASSOCIATION ANNUAL CONFERENCE 2009

Thursday 16th – Saturday 18th April 2009, Cardiff City Hall, Cardiff

The 2009 Conference is a new way of organising the annual conference of the Association. Instead of the call for papers being organised under a single conference theme, participants can present on whatever topics they wish within 12 broad streams (and open streams) that reflect the core research areas of the membership:

Work, Economy and Society   *Social Divisions / Social Identities*
Medicine, Health and Illness   *Science and Technology Studies*
Consumption   *Space and Place*
Culture, Media and Society   *Social Relationships*
Theory   *Education*
Methods   *Open Stream(s)*
Generations and the Lifecourse

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

The BSA Presidential Address and two Keynote Plenaries organised to address the Conference theme:

The Challenge of Global Social Inquiry

Within each of the main streams a sub-plenary will be organised to address the Conference theme. These sub-plenaries will be staggered across the Conference timetable.

Abstract submission form available from:
BSA Website: www.britsoc.co.uk/events/Conference
IMPORTANT DATES:
Friday 26th September 2008: Deadline for abstract submission.
Friday 16th January 2009: Last date for presenters to register.
E-mail: BSAConference@britsoc.org.uk

ABSTRACTS

listed in alphabetical order of first author

Addis, S.G., James, K., Shepherd, M.

Cardiff University

Evaluation of packed lunch guidance for parents and primary schools in Wales

The Welsh Assembly Government's 'Food and Fitness Action Plan for Children and Young People' highlights that poor nutrition in children and young people can lead to a number of health problems in childhood and later life. Food consumed within schools represents an important contribution to children's daily overall nutritional intake however children's food choices are often influenced by the material and social context in which decisions are made.

The Welsh Assembly Government in 'Appetite for Life' proposed that schools should be encouraged to influence, assist and guide pupils and parents in the preparation and provision of nutritious packed lunches and other food brought into school. The 'Healthier Lunchboxes' guidance issued by the Welsh Assembly Government in 2007 consists of a leaflet aimed at parents and guidance for primary schools. This guidance is administered by healthy schools coordinators and is intended to provide direction to assist schools in working with pupils to develop guidelines for healthy packed lunches.

This research is funded by the Welsh Assembly Government and aims to evaluate the impact of both parts of the guidance for parents, pupils and schools. The first phase is a survey of lunchboxes for one week in selected primary schools across Wales. Analysis will describe lunchbox contents and explore factors at both the school level such as size, free school meal entitlement and membership of the Welsh Network of Healthy Schools Scheme and individual level factors such as age and gender. This presentation will concentrate on emerging findings from this survey.

Allen, M.W., Torres C., Quinton C., Monnier M.

University of Sydney

Cross-cultural comparison of the symbolism

It is well accepted that foods and beverages are ascribed symbolic meaning by cultural processes, and that members of the culture interpret and evaluate this meaning. Indeed, Allen, Gupta, and Monnier (in press, *Journal of Consumer Research*) have found that people enjoy the taste of a food or beverage more when they support the values symbolized by the product. That is, they compare the product's symbolic meaning to their personal values. If there is agreement, the product tastes better and the consumer develops a more positive attitude toward the product. If they conflict, the opposite occurs. Thus, it is essential to identify the symbolic meanings of products across various cultures to better understand food choices. To this end, we surveyed 69 Brazilians and 88 Australians about the symbolism of 30 food and beverage brands common in both countries. We found that the perceived symbolism of each product was often highly consistent within each nation, but sometimes differed greatly between nations. For instance, Twinning's Tea symbolised tradition in Australia but power, pleasure, and stimulation in Brazil. Nestle Yogurt and Yakurt symbolised everyday life in Australia but self-enhancement and prestige in Brazil. We discuss the implications of our findings for improving eating habits and food choice theories.

Banwell, C., Broom, D., Davies, A., Dixon, A.

National Centre for Epidemiology & Population Health, Australian National University

Habits of a lifetime: Food consumption over the lifecourse

Our study adopts a social change orientation to investigate a contemporary 'disease' of modernization in Australia, obesity. We add the historical, structural and experiential dimensions to an issue that is usually reduced to behavioural risk factors. The broad changes in the obesogenic environment are examined using a cultural economy perspective that emphasises the dialectical interplay between social structure, 'styles of life' and individual agency. These interactions are operationalised by examining: 1) the *social trends* that contribute to the production of obesogenic environments (structure); 2) the *perceptions and experiences* of these trends by different sub-populations (lifestyle); and 3) the *behavioural responses* over the lifecourse (individual agency). We have interviewed 111 older Australians, 28 of their adult children and 12 grandchildren about their experiences and responses to trends in diet, physical activity, car-reliance and "busyness". Seven three-generation family groups are included in the study providing a unique window into changes over time, over generations and over the lifecourse.

Here we focus on the relationships between stability and change in food consumption over the lifecourse from the perspective of the study's older generation of participants. We ask a) how important is food culture and patterned food consumption established in individuals' formative years in light of historical, social and familial conditions and b) what do subsequent changes bring to these patterns? Recognising the institutions that animate the relevant cultural economy processes alongside the actions of socially embedded groups can illuminate how major shifts in health-related perceptions, cognitions and behaviours come about.

Bishop, L.

University of Essex

Preserving food (data): Food-related research held at the UK Data Archive

There is a growing collection of data, especially qualitative, available at the UK Data Archive on food and food-related topics. Collections include "Retail Competition and Consumer Choice", a study that addresses growing concentration in food retailing and its impact on consumer choice, and "Health and Social Consequences of the Foot and Mouth Disease Epidemic in North Cumbria", a qualitative longitudinal study with interviews, diaries and more, exploring the health and social consequences of the epidemic. Other studies cover genetically modified foods and the current state of domestic cooking skills. Additional data will soon be available from completed research programmes (The Nation's Diet) and from research in progress (Changing Families, Changing Food).

The UKDA wants data to be easily useable for research, teaching and policy purposes. To those ends, this session will have two components. A brief presentation will address what kinds of data and related materials are available and how they can be accessed. The second component will be an interactive exchange to explore new strategies to maximise the usefulness of data recently released or still being processed. Discussion will explore such questions as:

- o What are options for re-working data, such as comparisons between older and recent studies that used similar methodologies?

- o What should the UKDA do to support researchers interested in these materials? Would teaching datasets be useful?

The interactive session will use data from "Concepts of Healthy Eating" (part of The Nation's Diet) as a focal example to explore reuse and secondary analysis strategies.

Tuesday 15th July 2008	**14:00 – 16:05**
Special Symposium	Meeting Room 3

Bishop, L., Caplan, P.

University of Essex.

Cooking with Leftovers: Exploring and reusing existing food research data

Food is a hot topic again: obesity, GM crops, eating disorders, "superfoods", and more. But are substantive and theoretical insights increasing as fast as our data? Many of the current questions have been addressed in earlier research, and there is a wealth of existing food research, much of it (often) ignored. If appropriate data to address the foregoing issues already exist, might we advance the frontiers of food research more effectively by focusing on clarifying concepts and articulating further research questions, rather than collecting yet more (potentially) duplicative data?

This symposium will provide an overview of food related data held at the UK Data Archive and also explore one key resource, the two "Concepts of Healthy Eating" projects that were part of the ESRC Research Programme, "The Nation's Diet" conducted in the 1990s. Possibilities for reworking the data, ranging from substantive questions to methodological innovations, will be explored in an interactive session.

The session will include three components. It will open with an overview of food related data and supporting documentation available at the UK Data Archive and provide details on procedures for accessing these materials. Studies cover food retailing, GM foods, the foot and mouth outbreak, cooking skills, etc. Second, the Concepts of Healthy Eating projects will be reviewed in detail, including their initial planning, the diverse methods adopted, data-gathering and its problems, and archiving, including ethical matters such as confidentiality. The third component will address specific strategies for reusing the Healthy Eating and other data.

Monday 14th July 2008	**17:25 – 18:15**
Poster	Meeting Room 1

Camargo T.S., Souza, N.G.

Universidade Federal do Rio Grande do Sul

Learning to eat: Investigating the relationships between alimentary choices and medical-nutritional prescriptions in South Brazil

We live in a context where the Malthusian previsions seem to be inverted. Despite the persisting problems of hunger and malnutrition in many countries, the concern with the increasing body mass of the population has become a central piece of health policies, even in poorer countries. The insucess of explanatory campaigns constructed and implemented with basis on the idea that inadequate eating is caused by the lack of adequate nutritional knowledge, puts many of the policies related to improving population feeding under check. Intending to comprehend more deeply the process of alimentary choice, this work aims to investigate how a group of people, inhabitants of Porto Alegre, Brazil (country in which 5-19% of population is undernourished, where obesity grows especially in the populations' strata of lower income; which is also the world's first consumer of anorexigen drugs) are experiencing their daily act of feeding, trying to understand its relationships to medical-nutritional propositions about eating and health care. Semi-structured interviews and posterior ethnographic research (100 individuals) will be used to investigate aspects such as: main concerns by these individuals to their food; defining elements in food selection (prices, nutritional values, symbolisms); degree of satisfaction with their feeding; will to modify nourishment routine. The work is in the initial stage of bibliographical research and definition of questionnaires, but some pilot interviews point to strong personal dissatisfaction with people's own diet, and also the acknowledgement of economical factors (low family income, long work journeys) as main obstacles to their adaptation to nutritional prescriptions.

Caplan, P.

Goldsmiths

Studying food from methods to archiving: the history of the 'Concepts of Healthy Eating' projects

In the 1990s, the ESRC funded an inter-disciplinary research programme 'The Nation's Diet'. Two of the projects, both entitled 'Concepts of Healthy Eating', were based in the anthropology department at Goldsmiths. These looked at people's conceptions of the relationship between food and health in an inner city area (Project 1 – Lewisham) and in a rural area of Pembrokeshire (Project 2). Both used a wide variety of methods (participant observation, semi-structured interviews, food frequency questionnaires, 7-day food diaries, and analysis of large quantities of secondary data). While a variety of publications resulted from these projects, much data remains available and it was decided to archive as much of the material as possible, including 'work in progress' such as annual reports.

This paper, then, presents the history of a large and complex food project over a period of some fifteen years, from its initial stages, through data-gathering, publication of findings, to archiving, including ethical matters such as confidentiality and anonymity. It is hoped that this paper will not only publicise the existence of this rich collection, but will also stimulate discussion around the following questions:

- What are some of the issues involved in selecting food study methods? Which work best and why?

- How may material collected by such methods be archived? What use can be made of such archives for further analysis and by whom?

Cardon, P.

INRA

Nutritional public policies and ageing: impact of care at home and stay in hospital on elderly food

Because of the emergence of health troubles associated with ageing, the elderly food consumption is the object of special attention by the administration. In France, the Programme National Nutrition Santé, launched the 31st of January 2001, aims at developing a preventative approach of malnutrition risks among the elderly. But, beyond biological and physiological factors, social factors affect the elderly food practices. We here study the effects of care (marital, family or professional) at home and stay in hospital for elderly people with physical or mental disabilities on their household food purchase and diet. At stake are the evolution of the culinary habits of generations characterized by an excessive consumption of fresh products, low consumption of processed products and ways of meal preparation. These changes depend on the reorganization of food activities (purchase, meal preparation) and the length of stay in hospital. They consist of the integration or rejection of food products and ways of cooking, leading to diversify or to simplify meals. They vary according to the PCS household, the sex and the disability of its members. In conclusion, the impact of nutritional public policies depends on the social context of care. The research draws on a qualitative survey with about fifty households in rural and urban areas whose members aged between 70 and 85 years and of different CSP are living alone or in a couple.

Dickinson, A., Welch, C.

University of Hertfordshire

Thriving or Surviving in hospital? Older patients' and staff experiences of food and eating.

Malnutrition and poor nutritional care of patients in hospital settings have long been a concern frequently highlighted by the media and academic literature. However, what are less well understood are the patients' experiences of eating in this institutional setting and staff experiences of food work.

This poster will draw on data from an action research study, and analysis of interviews with patients (n=81) and (n=21) focus groups with hospital staff.

One emergent theme, is the work patients undertake in order to make the best of the hospital situation in order to 'survive'. Conscious adaptations are made by patients in order to adjust to the alien environment and foods, fit in with the constraints imposed by the institution, and avoid the need to ask for assistance. Despite this, mealtimes are important to patients, maintaining a sense of normality and providing temporal signals throughout the day.

Patients' needs frequently fall between divisions in responsibility and work undertaken by private food providers and NHS staff. Staff of both organisations play a major role in the patient experience, which is dependent on variable staff surveillance, monitoring and commitment to nutritional care.

Staff also frequently engage in activity to overcome organisational constraints, which they often feel powerless to address- trapped in a 'Groundhog day' existence where (like the Hollywood film) they feel that they are living and experiencing the same day over and over again. In spite of this some continue to battle to improve mealtimes so that patients have an opportunity to thrive.

Dowler, E., O'Conner, D.

University of Warwick

'Food poverty': examining epistemological and policy challenges posed by a contemporary experience

Inequalities in diet, 'food poverty' and 'food insecurity' are contemporaneously used to label and focus policy attention on a problematic of early 21st rich societies. The intersection of interest and advocacy from public health, social policy, community development and citizen support activists over food, eating and nutritional outcomes among those with low or insufficient income, and/or living in areas of multiple deprivation, has generated research, understanding and, to some extent, policy response to what might otherwise be seen as an age-old problem – that those who are poor eat less well than those who are rich. Setting aside those whose circumstances force them to beg for sustenance in rich countries such as Ireland and the UK, the challenge for academics, professionals and policy makers is to comprehend and address the daily realities often facing fellow citizens, that they struggle to feed themselves and their families appropriately. The considerable debate within health inequalities over gradation effects, poverty versus inequality and the role of cultural capital, has few food and nutrition parallels to date. Emerging work in sustainable consumption and environmental justice adds to the plethora of definitions, literatures, theoretical framings and potential responses. Our own experience, from (originally) agricultural economics and nutrition, highlighted the need for intellectual breadth and flexibility, while our current collaboration exploring a human rights framework adds yet another set of practices and possibilities. Brief historical and contemporary examination of these issues will enable challenges facing different potential actors, including those living the experience, to be discussed.

Giles, E.L., Lee, R.P.

Newcastle University

Agri-Food Marketing: Assembling the Food Consumer

The discipline of agri-food marketing has undergone rapid change in recent decades. In the UK, the early pre-occupations of agri-food marketing with agriculture were challenged by changes to the post-war food system and the creation of the National Food Survey. During the 1950s and 1960s a more open market for food products emerged alongside renewed activity to 'know' the food consumer through survey work. More recently, new areas of expertise have emerged within the broader discipline, such as supply-chain management and customer-led product development. In this paper we explore how agri-food marketing has conceptualised the food consumer over the last sixty years through these disciplinary innovations. Taking cues from the approach of Miller and Rose (1997) to the rise of consumer sciences, we draw attention to the various ways that agri-food marketing has sought to assemble the food consumer and consider what this might reveal about the trajectory of the agri-food system. Specifically we focus upon the example of social marketing as a new approach within agri-food marketing. The social marketing approach requires the profiling and segmentation of food consumers to produce nuanced public policy. This is at a time when vast quantities of detailed food survey data is held by food retailers and has been used as the basis for food regulation. In conclusion we consider the evolving relationship between agri-food marketing and public policy in the 21st Century.

Gregg, R.A., Ellahi, B., Cox,P.

University of Chester

The impact of a community food initiative in changing the "food culture" of a community: A focus on mothers with young children

The link between a nutritionally poor diet and the development of chronic disease is well established. The incidence of such disease is of particular concern amongst population groups in areas of high socio-economic deprivation. Food and health initiatives have gained in popularity to address known health inequalities, the idea being that by raising awareness and developing skills around nutrition individuals can improve their diets.

This research aims to examine the role of a Community Based Intervention (CBI) in relation to the process of food and nutrition related behavioural change and its relationship to the broader socio-economic influences. It examines this from a client and non-client based perspective using mothers with young children as the focus. This is a study of dietary change and seeks to enable an understanding of the role and impact of the intervention upon the wider processes of change involved in any given community setting.

The methodology is informed by social research and is phenomenological in nature using aspects of ethnography. This approach is used to reflect both the nutritional and social outcomes of this public health intervention.

This research provides an insight into the effect of a CBI in changing food culture. It ultimately aims to inform methodological approaches by including process as well as outcome measures, clients versus non clients and, the *techniques* used for communicating and understanding effectiveness.

Grisotti, M., Guivant, J.S., Raud, C.

Federal University of Santa Catarina

Health claims for functional foods in Brazil and Europe

Functional foods present new challenges to sociological research because they represent one of the most controversial areas situated between the food-and-drug boundaries. In spite of the lack of international agreement concerning to this term those products are being marketed around the world, and business analysts estimate the potential vastness of the market and value of them. Specialists warn that there is little understanding concerning the conditions the functional foods are being consumed; if the target groups are actually reached, and if educational programs targeted to consumers and aimed at the adoption of health policies, should be recommended. They argue some questions: To whom are functional foods intended? These kinds of food do what they are supposed to do? How much and how long people should consume them to get any health benefits? Furthermore, which are the cumulative effects of their continuous use? Those questions need to be answered by specialists (nutritionists, doctors and food scientists) that sometimes defend, sometimes doubt the efficacy and safety in relation to public health.

This paper analyzes the social construction of health claims for functional foods in Brazil and Europe. Different points of view involved in the controversy are identified: medical, epidemiological and nutritional; including also social actors, as the food industry, consumers and scientists. After contextualizing their development in relation to the global healthy food markets, we focus in an international comparative perspective of the regulations concerning health claims for functional foods.

Gustaffson, U., Daniel, P.

Roehampton University

Children and healthy eating: conflict between policy and practice

Since New Labour got into power in 1997 there have been a number of policies directed towards including children in the policy process with the intention of improving their quality of life and making their views heard. The concern about children's health has simultaneously raised considerable interest, not the least as a result of the noted increased levels of obesity among children. Jamie Oliver propelled debates leading to changes to school meals, an issue that had been of concern since their de-regulation in 1980. The School Food Trust was set up in 2005 with the task of improving school food.

This paper draws on data from a small study evaluating changes to school meals in a London LA. The focus will be on the process of serving school lunches. It is well known that school lunchtimes tend to be stressful events where a number of different requirements and constraints clash. The discrepancy between the many good intentions behind policies for children and healthy eating and the practice of delivery are highlighted. The root of such discrepancies will be explored by examining the role and status of participants in the process of the school lunchtime

Hammond, G.K., Chapman, G.E.

Human Nutrition, University of British Columbia

Gaining a contextualized understanding of middle-aged women's food choices for bone health.

Focus group interviews were conducted with 36 middle-aged women of three socio-economic levels living in an urban setting to explore factors that influenced their food choices, with a particular focus on food choice for bone health. A life course approach in conjunction with the Health Belief Model theoretically guided development and analysis of the focus group questions. Interview transcripts were coded, constructs identified, and themes developed individually then collectively by the qualitative research team. Confidence in knowledge of foods for bone health and management of information regarding bone health emerged as major themes. A continuum of confidence was noted among all women who had a strong sense of identifying and selecting common key food sources of calcium and vitamin D, a wavering confidence with non-key food sources of calcium, and a lack of confidence for all food sources of vitamin D, with the exception of salmon. Access to large amounts of information was available, however women had difficulty filtering out pertinent personalized content. Sub-themes of affordability, time constraints, and other family member's needs provided insight into the continuum of confidence and management of information that impacted on identifying and selecting foods considered supportive of bone health. These findings contribute to our understanding of the contextualized nature of intraindividual, interindividual and societal influences on middle-aged women's food choice behaviour related to bone health, and are thus of interest to nutrition counsellors and others interested in food choice processes.

Hawkins, N.V., Hobbis, A.,Hey, M., Smith, J., Smith, G., Masding, C., Bloomer, L.

University of Bradford

Chinese Whispers: A critical examination of how and why community workers utilise nutritional skills training

Cascading skills development via community workers is an established action plan for public health promotion. The method is seen as mutually beneficial to public health professionals who lack local credibility and to community development workers responding to concerns within their localities. In this role, community workers are thought to provide holism to their teaching and so overcome criticisms of health professionals' traditional approaches. Over the last two years, over 30 workers attended training to develop skills and knowledge to lead 'cook and eat' sessions in communities in Bradford to support the development of nutritional health.   Whilst the trainers retained control of the information and resources used to inform and educate the trainees, it was recognized and encouraged that each worker would utilize them differently and independently within their sphere of work. This paper reports on an evaluation of how the community workers utilized the training, for what purposes and with whom. It also assesses whether the original information provided was cascaded as intended or whether the messages changed out of recognition from the original. In so doing, the original hypotheses that cascaded training overcomes obstacles to the public's engagement in nutritional health is critically examined.

Holmes, B.A.

Kings College London

The Impact of Food Insecurity on Food and Nutrient Intake in a National Survey of Materially Deprived Households in the UK.

The Low Income Diet and Nutrition Survey (LIDNS) was designed to assess the dietary habits and nutritional status of individuals living in the 15% most materially deprived households in the UK. Key stages of the survey involved a face-to-face interview (including an assessment of food security), dietary data collection (using four multiple-pass 24h recalls), anthropometric measurements and blood samples. Data were collected between 2003 and 2005 from a nationally representative sample of 3,728 individuals aged 2 and over.

Food security, defined as 'access by all people at all times to enough food for an active and healthy life', was calculated from responses to a series of questions known to characterise households having difficulty meeting basic food needs. Results suggest that the majority of this population lived in food secure households (71%), while 29% lived in food insecure households. Dietary patterns indicated a lower consumption of healthier foods (e.g. vegetables, fruit and fruit juice) and a higher consumption of unhealthier foods (e.g. processed meat, chips, fried and roast potatoes, non-diet soft drinks and alcoholic drinks (adults only)) in the food insecure groups. Women, particularly those living alone or as single adults with children, were most likely to suffer as a result of food insecurity seen by their 'less healthy' diet and lower intake of key nutrients. This research highlights a need for a better understanding of these adverse dietary factors on health inequalities and a need to focus policy on the aforementioned groups.

LIDNS was funded by the Food Standards Agency.

Jones, M., Kimberlee, r., Orme, J., Rickaby, C., Salmon, D.

University of the West of England

Sustainable Sustenance in School: organic, seasonal and local food agendas stretch the public health debate

In recent years food in school has become an emotive issue that has captured considerable public attention. School food appears to surface a wide range of contentious social issues that include the boundaries between public and private spheres, cultures of consumption and adult-child power relationships.

This paper explores expanding discursive arena of food in school in the context of the established public health concerns of balanced nutrition, dietary inequalities and obesity. In particular it focuses on agendas to promote organic, seasonal and local food through schools and efforts to encourage young people to cook 'from scratch'.

The paper draws upon the early stages of the evaluation of the England-wide Food for Life Partnership initiative. This initiative brings together the moral frames of food as a public health issue, food as a sustainability issue and food as an issue for social cohesion. In this context we examine some issues associated with creating a mandate for 'healthy and sustainable foods' amongst young populations and in multi-ethnic, urban and socially deprived school settings. It is suggested that

Kime, NH.

Leeds Metropolitan University

Children's eating behaviours: an intergenerational study of family influences

Obesity is a complex condition and there are many possible explanations for obesity's predominance in current society. Although the term 'obesogenic environment' is rapidly becoming part of common phraseology, the influence of the environment on children's eating behaviours, particularly the impact of the family home, is little understood. Although previous research has examined the home environment in respect of parental control in relation to food, eating and food rules, there is a need for research that explores the broader influence of the home environment. The 'where, when and how' of eating rather than simply 'what are we eating?' needs to be examined, together with intergenerational influences on obese and non-obese subjects.

This research aims to redress the balance by alerting people to the importance of the family environment as a contributory factor for childhood obesity. A qualitative, grounded theory approach incorporating focus groups and semi-structured interviews was used to investigate the food culture of different generations within families. What emerged was a substantive theory based on ordering of eating that explains differences in eating behaviours between families.

The theory of ordering of eating enriches our understanding of familial influences on children's eating behaviours. It demonstrates how micro and macro order affects family choices concerning food and eating and the development of children's eating behaviours within this context. Furthermore, it has important implications for policy and those concerned with the development of interventions aimed at tackling children's eating and childhood obesity.

Lee, R.P.

Newcastle University

The Sociology of International Food Standards

At a time when standard-setting is an increasingly important tool of governance, both nationally and internationally, the significance of regulation within the food system is under-researched by social scientists. In this paper, I discuss the need for sociological work on the regulation of the food system. In particular, sociological accounts of the regulatory process can help to illuminate the complexity of political and technical change in the sector. Firstly, I discuss the implications of increased regulatory activity taking place in international institutions such as the Codex Alimentarius Commission, where inter-governmental negotiations are taking place to establish international food standards. Secondly, I suggest that international regulations dealing with the food sector have intensified both the co-operative and competitive relations between national regulatory systems. I argue that as regulatory co-operation and competition occurs in conjunction with technical change, technological developments in the food system are central to any account. Scientific and technical experts and the deployment of expertise are therefore important in regulatory processes governing the food system. I demonstrate this through an exploration of attempts to establish an international definition of dietary fibre. I conclude by reflecting upon importance of sociological studies which take seriously the politico-technical detail of regulatory systems governing the food system.

Lhuissier, A.L.

Institut National de la Recherche Agronomique (INRA)

Diet, weight-loss and the lower class : what determines the reception of dietary information?

The communication presents the results of a qualitative inquiry of roughly forty overweight, lower-class women who participate in institutional nutrition education that is supposed to guide them toward permanent weight loss. Such supervised efforts form a part of the nutritional vector of France's National Plan on Nutrition and Health, and it proves interesting to study its implementation on a local scale. The educational classes offer a privileged site in which to observe the meeting of two distinct normative systems : the guides' system, on the one hand, the participants', on the other. The study captures the modes of handling nutritional information in two contexts: in the group sessions when participants and educators interact, and in the domestic environment where other members of the household intervene.

First, the reception of the normative message depends in an important way on the participants' (over)weight history which extends from 30 years to a few months. Indeed, they use their past experience to evaluate the new propositions. Second, the individual's biography is crucial when it comes to the career of her weight, and their joint influence on differentiated food practices and diets is critical: family legacy of an outdated cuisine when it comes to nutritional precepts, the break-up of the marital couple which, in turn, discourages kitchen work, attitudes toward health etc., these are all factors without which it is impossible to make sense of the reception and appropriation of dietary information.

Lin, Y.

Institute for Science and Society, University of Nottingham

Nottingham undergraduate students' discourse and practice about food

It is only recently that food has been recognised as a legitimate concern of the social science. With the increasing amount of sociological research devoted to the topics of food, the importance of public understanding of food, health and food safety has captured scholarly attention. Nevertheless, within Science and Technology Studies (STS) the study of food remains marginalised.

This paper attempts to bring people's understanding in science in food production to the public health table. In doing so, it draws upon work in the public understanding of science (PUS). Scepticism about science and a lack of understanding of science are often linked. This assumes a deficit in knowledge on the part of the public. The deficit model, however, has long been criticised for over-simplifying the issues involved. This paper examines Nottingham University students' discourse and practice about food and their concerns in the recent technologies applied to food production through a case study of Genetically Modified (GM) food.

Preliminary analysis suggests that students' understanding of science in food can only partially be explained by science education. More pertinently, students' views on food were more closely associated to their general beliefs, values, perception of relevance and their current priorities in their lives. That is to say whilst it is crucial to understand how people's understanding of science has an impact on their views about a particular technology, other more substantial and personal considerations should also be taken into account.

A.F. Ludwig, B., Ellahi, P.,Cox., P. E. Whelen

University of Chester

Obesity and health: understanding the issues in Pakistani women living in the UK

Higher rates of central obesity are observed in Pakistani women compared to the general UK population[1][2]. This research explored understanding of health risks related to obesity and dietary patterns in first and second-generation Pakistani women, Manchester, England.

Qualitative interview techniques with fifty-five women were used. Participants were either active in their local communities or were deemed 'hard to reach'. The interviews were conducted either as one-to-one or as focus groups, in the participants' homes or at Community Centres. Third person fictitious vignettes developed by the researchers stimulated the group and promoted discussion and questions. The vignettes were intended to resonate with the participant's own lives. The interviews were audio-recorded, transcribed then analysed. One researcher as an 'insider' and the other as an 'outsider', along with sociology and health psychology input, reflected on transcriptions and then coded the data. Using an interpretive, phenomenological framework, including ethnography, the potential to describe, understand and interpret beliefs emerged.

The findings uncovered issues relating to faith, family and broader socio-cultural influences, which impacted on daily life and food choices. Despite an acknowledgement of obesity, there appeared to be a lack of awareness linking obesity to health outcomes. Pakistani women, of all ages, turned to and relied upon traditional food and health beliefs.

A specific theoretical model was developed called the **Health Action Transition Model** (HAT). The HAT model can be used as a working tool to aid understanding, provide a framework for activity relating to health promotion for Manchester-based Pakistani women.

Marshall, DW., Dawson, J., Cummings,S., Anderson,A.S., Taylor, M., Sparks, L.
University of Edinburgh

Availability and affordability of healthy food: A national assessment and sentinel mapping study of food retailing in Scotland

Background
Much of the debate on healthful eating has centred on changing behaviour through consumer education but much less is know about food access. This study on the availability of an affordable healthy food shopping basket was commissioned by the Food Standards Agency Scotland and undertaken by the Centre for the Study of Retailing in Scotland between 2005 and 2007.

Objectives
The aim of the research was to provide an objective and systematic evaluation of access in terms of the availability and affordability of a selected range of healthy food items.

Methods
A database of 5923 food outlets in Scotland was constructed and used for mapping and analysis using GIS techniques. A Healthy Eating Indicator Shopping Basket (HEISB), comprising 35 selected items, was designed to investigate the availability and cost of healthy foods and was employed in 9 sample areas related to axes of urban-rural situation and affluent-deprived conditions.

Results
The results show a very complex picture, and not simply related to urban/rural or deprived/affluent dimensions. In general the provision of food shops selling a range of healthy food was not found to be a major issue and there was no evidence in the small scale studies of urban "food deserts". A wide range of prices was identified for the HEISB. The size of the food shop was more important than geographical location in influencing the availability and price of the HEISB

Meerabeau, E.

University of Greenwich

We Could Make a Meal Out of Nothing: Contested Explanations of Inequalities in Health

This paper reports on the qualitative findings from a comparative study of public health and lifestyles in South East England and Northern France, regions with similar geographic and economic characteristics. Data from health surveys showed that both countries had an increasing BMI with age, particularly in Northern France. This was despite the finding that the percentage eating fresh fruit and vegetable at least five days a week in Northern France increased with age (from well over 50% to over 90%) compared to around 50% to around 75% in South East England.

Qualitative data on health inequalities and how they could be addressed were gathered by focus groups sampling from five tiers using the Townsend Index for comparability (14 in England with 106 participants overall; 13 in France with 143 participants). Both had about two thirds women participants, with a preponderance of middle aged and older people. There was a striking difference in the salience of diet between the two countries; in the French data it was raised only 14 times, whereas in England there were 165 occurrences, and these were often distinguished by their use of narrative. Older respondents contrasted the pressures on families today and the expense of fresh fruit and vegetables with their own childhood or childrearing, when cheap meals could be created using skills which have now been lost. These data therefore provide further evidence that providing food is a moral activity.

Millstone, E.P.

University of Sussex

Sociology of science as an analytical and evaluative tool for food and health policy

An illustrated theoretical, methodological and empirical account will be provided of a realist-constructivist approach to the sociology of scientific knowledge, and specifically to the sociology of food and nutritional sciences. The approach is based on a co-evolutionary model of the interactions between policy aspects and the scientific aspects of the appraisal and evaluation of food safety and nutritional risks and benefits. That model indicates several conditions under which scientific and democratic legitimacy may be reconciled. The utility of the sociology of scientific knowledge as a tool for analysing the ways in which seemingly-scientific competing representations of food-borne risks and benefits are constructed will be explicated and illustrated. Moreover, examples will be provided to indicate that this approach provides information that can be used to assess the relative reliability and credibility of competing claims, and consequently that it can be used as a tool of policy analysis, and as a basis for making well-informed rather than poorly-informed policy judgements. *En passant* a case will be made for the claim that sociological analyses can contribute insights to scientific debates about food and nutrition that the participants might themselves otherwise be unable or unwilling to recognise.

Murcott, A., Cambell, H., Mckenzie, A.

University of Nottingham

The interactional achievement of health as collective "social well-being": kosher in New York City and halal in Aquitaine.

The World Health Organisation's Constitution defines health as "a state of complete physical, mental and social well-being and not merely the absence of disease or infirmity". Trust and distrust – in food as much, if not more than in anything else – are implicated in social well-being. Framed by this extensive definition, the paper considers collective or community based well-being in respect of distinctive instances of food quality assurance. Studies of food quality and procedures for assurance have tended to focus on the late twentieth century development of food audit, neglecting earlier examples. One such example is the history of assuring food is *kosher,* an instance of the institutional organisation of trust in the supply that is integral to collective well-being. Drawing on secondary sources, this paper examines two specific cases: that of *kosher* in New York City in the late 19th and early 20th centuries and the contrasting instance of assuring *halal* in Aquitaine to illustrate differing social interactional modes of achieving this form of community health.

Nettleton, S., Woods, B., Burrows, R., Kerr, A.

University of York

'May contain nuts': an exploration of narratives

Food allergy and food intolerance are topics which receive much media attention and are debated within many commercial sectors and policy arenas. Since 2005 the legal requirement that all pre-packaged foods be labelled if they contain foods which people may be allergic to has also raised awareness. The ubiquity of the claim 'may contain nuts' could be said to be emblematic of contemporary anxieties in concert with overly cautious responses to food and eating. But what is it like to experience food allergy or food intolerance in the contemporary cultural climate? How do people manage and make sense of symptoms triggered by food? How do people explain the aetiology of their allergies or food related symptoms? Drawing on qualitative interviews carried out with men and women in England who live with either food allergies (N = 11) or food intolerance (N = 17) this paper will begin to address these questions. The analytic strategy is informed by Bury's (2001) framework for exploring illness narratives which suggests that an interrogation of illness experiences can be undertaken at three levels. The contingent - which examines the pragmatic consequences of living with symptoms and ideas about aetiology; the moral - which explores associations of illness with social identity; and the core narrative – which reveals connections between experiences and deeper cultural levels of meaning. The data reveal differences in terms of experiences and diagnosis of symptoms and yet display remarkable constancy in relation to the moral and core elements in people's accounts.

Nisbet, L., Dawson, J., Marshall, D.

The University of Edinburgh

Retail provision and accessing healthy food in remote Scottish island communities

Background
Public health policy highlights improving dietary behaviour as instrumental in a wider health improvement strategy. But this is often depends on access to healthy food and for remote island communities product availability and affordability in local stores are key considerations for consumers.

Objectives
This research looks at food access and availability and how this impacts on food choice among a selection of residents of Eilean Siar (Western Isles), a group of Islands off the North West coast of Scotland.

Methods
A multi method approach included 56 semi structured interviews; a food cupboard survey (35 healthy food items) and a 7 day food shopping diary. This was supplemented by retail data on availability and price of healthy foods in the islands.

Results
Across the remote communities in the study consumer perception of retail access varies dependant on local circumstances. Individual accounts revealed a number of influences on food shopping behaviour and choice including distance to store, variable supply in store and household constraints. Bulk buying, storing and producing food are traditional ways reported of managing variable supply and informal food supply networks are evident.

Conclusions
This study highlights some of the challenging aspects of living in a remote area. While difficult to manage, routines and strategies are used to alleviate some of these difficulties and go some way to reducing the impact of food access issues within these communities.

O'Connell R.

Social Anthropology, UCL

How is childminding family-like?

My recently submitted doctoral thesis in Social Anthropology explores registered childminders' negotiation of the meaning and practice of their work in the context of contemporary developments in childcare policy. It is based on ethnographic fieldwork conducted in an Inner London Borough between November 2003 and August 2005.

Childminding is popularly characterised as childcare in a home- or family- like environment. One aspect of my research aimed to elucidate some of the key features of the social relations which familial ideology both suggests and obscures by focussing on the domestic production and consumption of food. Mealtimes, and foodways more generally, have been shown to be an important way in which people 'do' family.

Whilst mealtimes in childminders' homes were not strictly the 'proper' family meals of the dominant ideal, a range of forms of commensality worked to integrate children into the domestic group; a process to which I refer, following Fischler (1988), as 'kincorporation'. However, some parents provided dietary rules and/or (usually 'reflexive' organic/whole) food for their children's consumption in childminders' homes. This practice may be interpreted, I suggest, as a mechanism through which the child could be retained as a member of his or her own family, ethnic group and especially in this context, class, of origin. Parental guidelines were at times modified, disputed and directly contested by childminders, however, who were working with alternative, equally ethical, principles.

The paper thus hopes to illuminate how class practices intersect with the reproduction of family-like relations in these particular empirical contexts.

Perkins C,A.

University of Wales, Lampeter

'New Age' Shepherd's Pie: Health sustenance for the wise.

British food has recently undergone a renaissance that has been attributed to a backlash against the mass-produced, processed, plastic wrapped products sold within a 'supermarket culture'. It has demanded, within education, healthcare spheres, legislative practices and popular culture, the assertion of the link between food and its place of origin.

This paper argues that the assertion of these links between food and place, perpetuated by a pre-occupation to protect the health of Britons, neglects the social and cultural meaning of "Britain's edible treasure" (Fearnley-Whittingstall H 2006).

Posing challenges to theories of globalisation with its rural-city interplay, Farmers' markets are "matter out of place" (Douglas M 1973) within British society. Focusing particularly on 'new age', 'subculture' or 'alternative' groups and identities I address people who perceive themselves to be, like the market, "out of place" (Douglas M 1973).

Looking at the Riverside Market, Cardiff, I argue that the complex "field of action" (Bourdieu P 1977, 1990) creates, maintains, reconnects and forms relationships. As such, these relationships between people, their health, their food, lifestyle, beliefs, culture and society are far more complex than those denoted by 'food-place'.

This paper shows how the amalgamation of these relationships communicated through a cultural system of food (Caplan P 1997); are re-configuring British culture. The potential implication of these interactions is profound and the paper will reveal consequences for British healthcare, legislation, education and social culture.

Petrick, G.M.

New York University

Industrializing Taste: Food Habits and Technological Change in the United States, 1900-1970

One of the most striking features of the American diet is the amount of processed foods Americans eat. With concerns about food safety and the obesity "epidemic", consumer and health advocates are increasingly critical of the food industry. For over a century nutritionists and public health advocates have tried to induce Americans to eat "correctly" without much success. By first understanding how food habits are constructed and shift over time, perhaps advocates for dietary change can develop goals and programs that address public health concerns over food related diseases, such as heart disease and diabetes, that are more sensitive to the way people really eat. However, there is very little historical understanding of how the food system in the United States became so industrialized or how and when the American diet became so reliant on these processed foods. By examining the development of new food technologies as well as their assimilation into Americans' diets, a much better understanding of the current system is possible and an informed perspective on dietary change can be developed.

This paper examines the historical relationship between the development of industrial food products and changing dietary habits in the United States using the case study of bacterial infection in canned foods. I argue that new food technologies are often resisted until they meet certain criteria that make them both palatable and safe to consumers. Additionally, these foods must fit into any individual's life in some meaningful way otherwise they are not adopted. By briefly examining the science and technology of canning in relation to their incorporation into the American diet between 1900 and 1950, we can see the complex relationship between eating as a biological necessity and a socio-cultural practice. As a result, we can not only more clearly understand how American use food in their life, but also how a program for change can might be developed.

Pettinger, C.

University of Plymouth

Food choice priorities in rural communities in North Devon: an exploratory study

Individuals can only choose food that is available, accessible and affordable to them. Previous work on these aspects of food choice has examined concepts such as food availability (Marshall, 2001), economic and physical access (Lang and Caraher, 1998). Such studies have usually involved mapping food access using deprivation indices (Donkin, 1999). Further work suggests that the impact of "place" also influences (economic) food choices (Skerratt, 1999). There is a paucity of specific research linking geographic remoteness and poverty to food choice.

The aim of this exploratory study was to investigate marginalized individuals' priorities with regard to their food choices; in order to inform health needs assessments and enhance local participation, thus contributing to health improvement of rural and remote communities in North Devon, England.

Four focus groups were run, one for each of the following marginalized groups (based on socio-demographic characteristics): i) 16-19year olds; ii) young mothers; iii) elderly people and iv) the homeless. Information gathered included how they prioritised their food choices and where they did their food shopping.

Preliminary results indicate interesting inter and intra-group variations; initial themes generated relate food choice behaviour to individual, social and cultural factors. These themes will be developed to elucidate detailed micro and macro-level determinants.

This is work in progress; further results will be presented in depth, which will illustrate the need for relevant food and health policy developers, to recognise the isolated nature of such community groups when developing appropriate behaviour change strategies for health improvement.

Roberts, C.L.

National Centre for Social Research

The influence of social and environmental factors on food and nutrient intake in low-income households in the UK: findings from the Low Income Diet and Nutrition Survey.

The Low Income Diet and Nutrition Survey (LIDNS), funded by the Food Standards Agency, is a national survey of the dietary habits and nutritional status of the most deprived households in the UK. The survey involved a face-to-face interview, dietary data collection (using four multiple-pass 24h recalls), anthropometric measurements and blood samples. A total of 3728 individuals (aged ≥2 years) were included in the final dataset. Results presented here are based on a number of social and environmental factors and their relationship with dietary intake data.

Over 80% of respondents lived in households that did their main food shopping at a large supermarket and women in these households consumed significantly more fruit and vegetables than other women. About half of respondents lived in households that travelled by private car to the main food shop. Results indicated that there was a tendency for men and women who travelled to the shop by car to have a 'healthier' diet.

Respondents living in urban areas consumed less food overall and were more likely to have lower energy and nutrient intakes for a number of vitamins and minerals than those living in suburban and rural areas. Differences between these groups may partly reflect the ethnic group distribution in the areas.

Men and women with less education (those with an education level lower than GCSE grades A–C including those with no education) tended to have a 'less healthy' diet in terms of food consumption and nutrient intake; differences were more apparent in women.

Russell, P.

The British Library

Archival Collection, Research Resource and Public Engagement: The British Library Oral History Food Collections

For the last seven years the British Library Oral History Department has been collecting oral history recordings from a cross section of the UK food industry. With over 300 interviews recorded and archived the collection, titled Food; From Source to Salespoint, represents a rich resource for present and future researchers. On average the recordings held are around eight hours long and include detailed descriptions of the interviewee's personal and work life. In addition to providing an archival resource for the British Library and forming the basis of academic research, the Food: From Source to Salespoint collections have also been used as the basis for an interactive web-based learning tool called Food Stories (http://www.bl.uk/learning/histcitizen/foodstories/index.html). This web resource uses oral history recordings to examine the changes that have taken place in food production and consumption within living memory. In this session Polly Russell, a British Library Content Specialist who worked as an interviewer on the food project and who developed Food Stories, will outline the recordings held in the collection, discuss the research it has generated and will showcase the Food Stories website. Focusing on a few recordings, the session will discuss the potential for using oral history as a tool for researching food and will consider the role of memory in the commercial production of food. In addition the session will examine the ethical issues raised by collecting oral history recordings for archival purposes while simultaneously using them as part of ongoing research.

Sanmugeswaran, P.

Department of Sociology, University of Dhaka

Rising 'Malnourished Generation': A Study on Food Poverty and Malnutrition in the Northeast of Sri Lanka

This paper investigates the food poverty and malnutrition in the Northeast province of Sri Lanka. The main bulk of internally displaced people live in Northeast, which has been badly impacted by the war which had started twenty five years ago. High percentage of population is malnourished and impoverished due to the ethnic conflict and war. Livelihoods and markets have been disrupted by the conflict, displacement, the closure of a major highway, and security related restrictions on farming and fishing. Nutrition surveys by Sri Lankan government and international agencies show rising levels of acute malnutrition.

It is not just the lack of rice or flour that is causing the nutritional crisis. There is a serious impact of people not getting enough protein because fishing is so restricted for security reasons. Malnutrition, particularly in children, is common due to the war and the government's economic embargo against the transport of numerous basic goods, foods and medical supplies to the Northeast.

Traditional understanding of food poverty and malnutrition has to be shifted to other alternative theoretical framework because it is not merely only in terms of income criteria but other factors such as ethnic conflict, war, displacement, political violence, military administration and unfavourable state policies also caused to poverty and vulnerability. Major objective of this study is to reveal the problem of malnutrition. This study utilizes secondary data, which are largely of a quantitative and qualitative nature.

Schubert, L. Jennaway, M., Johnson, H.

The University of Queensland

Meals in a hurry: technical rationality and household food provisioning

While discourses of rationality have their origin and roots in Fordist factory practices that privilege efficiency, standard production and routinisation, the private sphere of production in general, and food production within that, have increasing been placed centre stage with respect to efforts to reform dietary practices. The emergence of attempts to rationalise household food provisioning, making "eating well" appear possible and attainable under conditions of increased harriedness is described in the cultural and socio economic milieu of noughties Australian suburban living. Through the mass media, women have been bombarded by a plethora of marketing messages and health/culinary discourses designed to make this rationalisation process more palatable. This paper seeks to address the question: Does the rationalisation of household food provisioning make sense? And if so, whose interests are most profitably served by this?

Empirical evidence is derived from ethnographic data collected from 14 middle-class family households where food provisioning work was biased towards women combining paid work and family care responsibilities.

There was a general acknowledgement of women's emotional, historical and practical ties to feeding work, but at the same time an ambivalence was expressed. This was at least partly moulded by: the necessity or desire to spend some of their time in paid employment; a desire for more gender equity in household tasks; changing attitudes to some mundane aspects of meal preparation; and attitudes to entitlement to leisure time. In this context the evolving and vigorous *meals in a hurry* marketplace has found a willing participant.

Share, M.

Trinity College Dublin

Who's responsible? Perspectives of principals, teachers, students, caterers and parents on school food provision and education

Policy responses to the problematic of young people's dietary practices and the so-called 'epidemic of obesity' suggest that schools adopt 'whole school' approaches to food education. In an era of abundance of food choices and encouragement of individual choice and responsibility it is important to consider how schools can usefully respond. Comprehensive food education supports an approach to food issues beyond the transfer of information and skills about nutrition. It incorporates issues of environmental sustainability, food production and the responsibilities of government, producers and consumers and involves young people in this process. How food education is delivered requires attention to the particular context in which schools operate yet there is little empirical work that has examined the perspectives of those charged with the responsibility for educating young people about food, those who provide the food and those who eat it.

This paper examines food issues in the context of school. It shows that schools vary according to socio-economic status in terms of their response to food issues. Moralising takes place in terms of who has responsibility, who takes responsibilities and the issue of choice. A mixed-method research design was applied within 10 second-level schools in Northern Ireland and the Republic of Ireland. The paper reports on the qualitative findings from principals, teachers, students and caterers and draws on parent quantitative data. Schools face common and distinctive challenges in responding to whole school approaches to food education and provision; all groups exhibit moralising about issues of choice and responsibility.

Sharp, G.

University of Brighton

School meals: the sociology of new alternative economic spaces

The crisis in the school meals service in the UK, recently highlighted by Jamie Oliver's TV series, has led to the government reintroducing greater regulatory frameworks, particularly around nutritional standards. One outcome initially has been a decline in the sales of the set school meal. This has been met by mixed reactions by the many catering contractors operating in schools. Some claim that the new standards make it uneconomical to operate any more whereas others are claiming to be rising to the challenge.

Some schools and local education authorities are looking elsewhere for their meals provision, unsatisfied with what the large private caterers have offered. This paper will review and analyse a number of cases where a school has 'gone it alone' either 'in-house' or with an 'alternative' provider. Of particular focus will be attempts to become more environmentally friendly in the procurement, transportation and quality of the food provided.

A research question will be the motivation/s behind schools introducing such alternatives. Is it a concern about environment and climate change or is this a contingent concern? Also, what mechanisms and organisational forms are being developed in the food supply chain and to what extent is there scope for cooperation between schools and local education authorities in attempts to create 'alternative economic spaces' which do not compromise the environmental credentials of such schemes?

Smith, R.

Max Planck Institute for the History of Science

Becoming Bio-Political: Experimental Vitamin Research during WWI

Despite the practical knowledge throughout the 19th century that citrus fruit prevented and cured scurvy, and that rickets and beriberi were diseases caused by poor diet, it was not until 1906 that animal feeding experiments led investigators to propose the existence of 'accessory food factors', a lack of which was determined to be the cause of some illnesses (Hopkins 1949). By the close of 1913 two American laboratories had determined that there was present in food at least one 'vitamine' and that it (or they) played a regulatory function in metabolism. With the outbreak of World War I, vitamin research became a focus of activity for British biochemistry. Within the context of government sponsored war research, British researchers saw the problem of accessory food factors expand from a problem of individual metabolism to became one of population health and food supply as means to meet various international and national nutritional needs. I suggest that the scientists used the regulatory function of the vitamins as a tool to make their way through the wartime problems of food supply and population health. The conceptual development that followed from the scientists using the vitamins to solve these problems tied problems of nutritional need immediately to problems of economy. The vitamins emerge from WWI as bio-political objects with nutrition a bio-political subject.

Stewart, K., Cole, M.

Bristol University

The conceptual separation of food and animals in childhood.

Nonhuman animals are primarily defined according to their form of relation with human beings, which broadly speaking depend on the perceived utility of those animals to humans. These relations may be analysed to generate typologies, membership of which circumscribes the probable fate of nonhuman animals when they enter into contact with humans. Examples include 'wild animals', 'pets', 'vermin', or 'food animals'. However, these judgements of utility and category membership are contingent and socially constructed, as evidenced by cultural and historical variability in the species and individual animals assigned to particular types. Animal typologies are transmitted through the diversion of polymorphous and non-discriminatory affective forms of relation between children and other animals, into narrowly defined routes.

This paper focuses on one aspect of the social reproduction of 'food animals' through the marketing phenomenon of 'happy meals', examining conceptual distances between animals, fictional non-human characters, and the dual presence of animals in food products aimed at children (as toy and as food). Toys and other incentives aimed at children increase sales across a range of foodstuffs, and to this end McDonalds spends $10m per year on toy manufacture to attract families with young children to their restaurants. This paper explores how these marketing strategies *also* contribute to food socialisation processes whereby children learn to conceptually distance animals they have an emotional bond with, or feel an ethical responsibility towards, from animals they eat. Furthermore, through this process children are discouraged from perceiving meat as having a connection to an animal at all.

In this paper, we've examined the conceptual distances between animals, fictional non-human characters, and the dual presence of animals in food products aimed at children (as toy and as food), and how these are preserved and perpetuated in such food products.

Tamari, T.

Nottingham Trent University

'The Pleasure of Food' : Women and the Emergence of Domestic Cooking in Early 20th Century Japan

The paper focuses on how food-related activities became constructed as gendered domestic work for women in early 20th century Japan. It particularly explores the Japanese government policy to modernize the family along with the growing influence of the mass media in providing new representations of women and domestic family life.

In the Meiji period (1868-1911), the Japanese government initiated a policy of Westernization in many levels of society in order to build the modern Japanese nation- state. In this process, the government developed the discourse of the modern family to improve the nation's health with women confined to the 'good wife, wise mother' ideology. This period also saw the rise of a women's readership through state education and the emergence of consumer culture. One of the most popular newspaper serialised novels was *'Shoku Douraku (The Pleasure of Food)'* by Gensai Murai in the early 1900s, which presented new information and images of consumer culture lifestyles, especially the knowledge of food and cooking.

The aim of this paper is to provide evidence of the emerging gendered nature of domestic food- related activities through an examination of the role of the state and the nascent media consumer culture.

Toyota, M., Keirans C.

University of Liverpool

Food, Health and Everyday Life among a Japanese Community in Northwest England: an Ethnographic Study

Aim: To explore the cultural practices which underpin the diets of Japanese migrants in the UK. It investigates the ways in which changes in diet and consumption reflect new ways of living for migrant communities, demonstrating how food, ethnicity and health interact.

Methods: This study uses the combined qualitative approaches of ethnography and phenomenology. Multiple methods are used, i.e. narrative and informal interviewing, and participant observation.

Results: Five categories are discussed: The Relationship between Food and Identity, Gender Roles, Memories, Acculturation, and Practices of Consumption. Identity represents the issue of being Japanese in the UK. Gender Roles reflect the female experience, its impact on food practices and its link to cultural background. Memories explore the important role of memory on decision making and the reproduction of the food culture. Acculturation expresses how food practices have altered after moving. Practices of Consumption describe what Japanese people currently do in their sustaining of the 'Japanese diet'.

Conclusion: Japanese people make clear and sustained attempts to reproduce their cultural food practices. These however tend to be partial and constrained by a range of social and logistical barriers, e.g., language,

availability of food stuffs, cultural supports and social networks, and the processes of assimilation.

Tuomaninen, H.M.

Solihull

Alone or together? The social context of eating among Ghanaians in London

Eating together a meal with others, or commensality, signifies unity and sharing in most cultural contexts. Meals bring people together. The most fundamental 'commensal unit' is the family; in Western societies in particular the nuclear family. Recent concern for the fate of meals is linked with the continuation of family meals in which all members of the family take part. Yet, latest sociological research into and writing about commensality has been mainly on Western populations, with little attention being paid to other population groups. This paper broadens the perspective by looking at the social context of eating in a West African diasporic community.

The paper presents findings from a study examining the relationship between migration, foodways, ethnic identities and gender among Ghanaians in London. The study was grounded in qualitative and theoretical research on meals. The micro-level analysis of current and past food habits within households was set in a wider context by exploring the development of the food culture in the community as a whole. Ethnographic fieldwork was conducted in Ghanaian households (18), functions, restaurants and food stores.

The investigation of the social context of meals revealed that the notion of 'family meals', and the significance of company and commensality during 'proper meals', have some quite different meanings in the Ghanaian community. The notions of the family meal in the literature are ethnocentrically Western and the Ghanaian family meal is possible without company, or commensality, and in line with kinship and household structures and patterns in Ghana

Vrecko, S.

London School of Economics

Anti-craving medications: appetite in economic, geographic and pharmaceutical transformation

This paper draws upon media reports, market analyses, expert commentaries and interviews with medication users to contemplate the economic and cultural futures of anti-obesity medications, particularly the newly-approved class of brain-targeting drugs that are understood to reduce food cravings. While anti-obesity medications are still of relatively minor importance to the pharmaceutical industry, over the last few years there has been a great deal of speculation suggesting that this may soon change: new 'anti-craving' medications that target food cravings have been predicted to become blockbuster drugs yielding billions of dollars in annual sales. By focusing on the hopes, controversies, and practices emerging around Acomplia - the first of such medications to come to market - the paper will consider the extent to which the pharmaceutical targeting of food cravings is transforming (i) the pharmaceutical industry, (ii) the experience and management of obesity, and (iii) the biological facts about 'food addiction'. It particularly focuses on examining these developments in relation to recent government reports suggesting that, as a result of technological revolutions, our contemporary environment has become 'obesogenic'.

Whittall, H.

Nuffield Council on Bioethics

Ethical issues in food and public health

The Nuffield Council on Bioethics recently published a report 'Public health: ethical issues', which considers the ethical and social issues arising when designing measures to improve public health. The report concluded that the state has a duty to help people lead a healthy life and to reduce inequalities. It proposes a 'stewardship model', which outlines how this can be justified and achieved, and an 'intervention ladder' as a tool for assessing the acceptability of different public health measures. Ethical issues relating to food and obesity

Obesity is an area of considerable public health concern. Obesity-related public health policies raise significant ethical issues, for example regarding the acceptability of interfering with personal behaviours, the degree to which 'personal choices' can in fact be influenced by external factors, the role of industry, and the role of evidence in policies in these areas. Drawing on the stewardship model and intervention ladder, the Council suggests how ethically-justifiable policy could be developed. We make a number of policy recommendations in this area aimed particularly at Government and industry and focusing on, for example, food advertising, labeling and composition.

Wills, WJ., Roberts EM., Backett – Miburn, K., Lawton., J., Mackinnon

University of Hertfordshire

The framing of class-based positions through family food and eating practices

This paper draws on Bourdieu and focuses on the structural and cultural aspects of social class and the extent to which social distinctions are embedded in the food habits and eating practices of middle- and lower-social class families. Drawing on data from two qualitative studies of Scottish young teenagers (aged 13-15) and their parents (n=72 families), we explore the role of the family in (re)producing class positions and how divisions of taste and disgust can illustrate family and group norms. Post-modern lifestyles have not, we argue, become reflexive, individualised projects but serve to illustrate the values which accumulate within families from different social groupings.

Examining where parents shop, the food young teenagers are encouraged or expected to eat, everyday domestic routines and reference to the food practices of others can help us to examine some of the distinctions between class groups. Parental participation in the labour market and family affluence are important influences on food and eating practices and we consider whether affluence equals greater flexibility when making food choices. We examine families' desires to invest in their children's futures through eating the 'right' food and debate whether lower social class groups are the 'reflexivity losers' when it comes to having the cultural and economic resources to make positive changes to their diets.

The paper calls for further reflection on the normative location of middle-class values and lifestyles within public healthy policy, in order to legitimise the food and eating behaviours and beliefs of lower-social class groups.

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69 Swinton Street, London WC1X 9NT   www.acornhouserestaurant.com   Tel: 0207 812 1842
Acorn House, London's first truly eco-friendly training restaurant, is set to alter the image of the restaurant industry as well as transform the way in which people eat out. With fresh seasonal menus, a dedication to healthy eating, environmental responsibility and a premium, glamorous appeal, this revolutionary and pioneering new concept offers King's Cross residents, businesses and visitors a unique destination dining experience.

Addis African
42 Caladonian Road, London N1 4DT   www.addisrestaurant.co.uk   Tel: 0207 278 0679
Unlike other restaurants. Addis is a unique Ethiopian restaurant in the heart of London. At Addis restaurant our objective is to make our customers happy with hospitality and prices that cannot be found anywhere else.

Camino Spanish
3 Varnishers Yard, Regents Quarter N1 9AF   www.barcamino.com   Tel: 0207 278 0679
Camino has been has been created as a place to enjoy the life, vigour and tastes of Spain. Come in for breakfast (coffee, churros and a flick through El Pais) a long lunch, an indulgent graze on cava and raciones or a seriously good wine with fresh meat and fish from the charcoal grill, every experience will be real and infectious.

Konstam at the Prince Albert British
2 Acton Street, London WC1X 9NA   www.konstam.co.uk   Tel: 0207 833 5040
Konstam at the Prince Albert opened in April 2006, having been the central feature of BBC2′s ten-part series The Urban Chef. The programme followed head chef/owner Oliver Rowe in his search to bring locally-sourced, seasonal food from all around Greater London to the heart of King′s Cross. Konstam at the Prince Albert follows on from the popular Konstam café, which was opened in 2004 and was located just a few yards from the restaurant on King′s Cross Road.

New Merkato African
196 Caledonian Road, London N1 0SL   Tel: 020 7713 8952
Merkato is Amharic for 'market', but this intimate and friendly establishment carries few of the associations suggested by its name; the atmosphere is relaxed and quiet.

Pho @ Kings Cross Vietnamese
126 King's Cross Rd, London WC1X 9DS   www.eatpho.co.uk   Tel: 020 7833 9088
Here at Pho noodle soup King's Cross(no relation to Pho in Clerkenwell) we aim to bring you the best, healthiest and freshest Vietnamese culinary experience. Our Vietnamese dishes consists of the finest ingredients, our herbs and salad are flown directly from Thailand 3 times a week and served to you the following day.
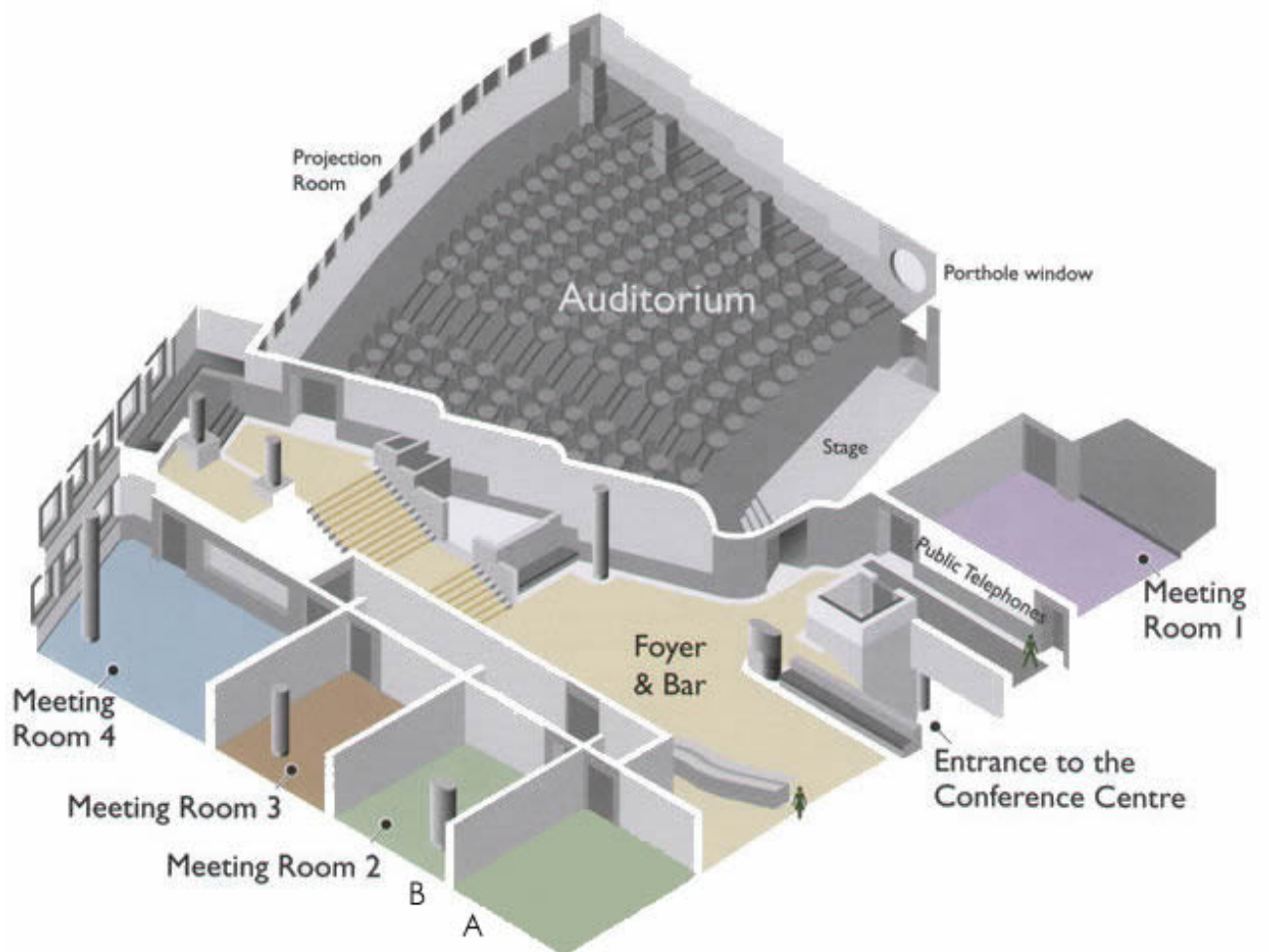
Rasa Maricham Indian
Holiday Inn, 1 Kings Cross Road WC1X 9HX   www.rasarestaurants.com   Tel: 0207 833 9787
Rasa's first concept restaurant on Black Pepper. Located within the Holiday Inn Kings Cross, Rasa Maricham offers a variety of dishes from all across Kerala, which has the goodness of this black gold " Pepper"

Somerstown Coffee House Gastropub
60 Chalton St, London NW1 1HS   www.somerstowncoffeehouse.com   Tel: 020 7691 9136
We serve traditional, authentic French food. Our menus change monthly based on what is in season and wherever possible, locally sourced.

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A

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