

**PROGRAM AND ABSTRACTS**

# **Visualizing Food and Farm**

**2005 Joint Meetings**

**Agriculture, Food, and Human Values Society (AFHVS)  
Association for the Study of Food and Society (ASFS)**

**Thursday, June 9 through Sunday June 12, 2005  
The Benson in Portland, Oregon, USA**

## Conference Sponsors

### **Agriculture, Food, and Human Values Society**

The Agriculture, Food, and Human Values Society (AFHVS) links scholars, professionals, and practitioners who work in food-system-related areas that include agricultural production, rural studies, food, public policy, and the humanities. AFHVS promotes interdisciplinary research and scholarship and provides a venue for both exploring alternative visions of food, agriculture, and community systems and examining the values that underlie these visions. The society fosters engagement with public issues such as those relating to food policies, agricultural production systems, and food security.

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### **Association for the Study of Food and Society**

The Association for the Study of Food and Society (ASFS) is a multidisciplinary international organization dedicated to exploring the complex relationships among food, culture, and society. Its members study aspects of food from numerous disciplines in the humanities, social sciences, and other sciences, participate in the world of food beyond the academy, or both. ASFS promotes discussions about food that cross traditional boundaries through connecting members who bring to the table a wide range of theoretical and practical approaches.

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Neva Hassanein (AFHVS), University of Montana  
Tom Lyson (AFHVS), Cornell University  
Marcy Ostrom (AFHVS, local arrangements), Washington State University  
Jeff Sobal (ASFS), Cornell University

## Acknowledgments

Organizing a conference like this one requires the contributions of many people beyond those on the program committee. **Pat Eckert** and her staff at the Southern Illinois University Division of Continuing Education handled the conference registration smoothly. **Linda Warner** of the Department of Development Sociology at Cornell University expertly assembled the final program into what you see here. **Philip McMichael**, Chair of the Department of Development Sociology at Cornell University provided the needed support for the program development process. **Lori Ono and Sheila Henderson** of The Benson Hotel were very accommodating in arranging what we needed for the conference. **Richard Haynes** of University of Florida and executive secretary of AFHVS provided very helpful and much needed advice and assistance; **Ardyth Gillespie** somewhat atypically, but none-the-less very graciously fed, waited on, and otherwise put up with the program chair since mid-February, all of which is particularly remarkable in light of its contrast to her relentless effort both to train him to be a semi-suitable domestic partner and to counter his amply-demonstrated tendencies to regress toward less suitability. The **Portland Oregon Visitors Association** generously provided us with city walking maps and visitors information.

We are very grateful to the local food producers and associations who provided food for the conference: **Turtle Island Foods** provided Tofurkey Jerky; **Kettle Foods** provided Kettle™ brand Potato Chips; the **Oregon Hazelnut Board** provided packaged roasted hazelnuts; and **Stash Tea** provided Oregon-grown peppermint tea.

The Local Arrangements Committee wishes to thank **Deborah Kane** of The Head Table for organizing the Food and Film Series especially for the AFHVS/ASFS 2005 meetings. Thanks also to **Dawn Smallman** and **Amy Brown**. The Food and Farms Film Festival is generously supported by: **Carafe**; **Chefs Collaborative**, Portland Chapter; **clarklewis**, Portland, OR ([www.ripepdx.com](http://www.ripepdx.com)); **Culinary Artistry**; **Friends of Zenger Farm**; **Growing Gardens**; **Hot Lips Pizza**; **New Seasons Market**; **Oregon Environmental Council**; **Paley's Place**; **Plate and Pitchfork**; **Portland Farmers Market**;

**Portland Public Market; Powell's Books; Sauvie Island Organics; SEED Public Relations; Slow Food, Portland Chapter; The Head Table; Wildwood Restaurant and Bar**

The Local Arrangements Committee wishes to thank the artists who created the Presidents' Reception unique art installation in celebration of "Visualizing Food and Farms:" **Jere Grimm; Ginny Adelsheim; Manya Shapiro; Nancy Cushwa; Maggie Rudy; Grace Weinstein; and Shara Anslow** who describe themselves as a "collective of artists who believe that when people commit to eating wholesome organic food they participate in healing by enriching their bodies, and in supporting diverse, sustainable and healthful communities. Using natural materials from farm and garden, the pieces we designed echo NW philosophies of food -- from farmers and chefs to third graders. We invite you to explore how eating, gardening, artmaking, farming and cooking touches the lives of Oregonians."

Lucy Norris and Debra Lippoldt wish to thank the following folks for their tireless contribution of time and expertise to create a fabulous pre-conference tour/workshop series: **Marc Boucher-Colbert**, Portland State University (PSU); **Linda Brewer**, Oregon State University (OSU); **Vance Corum**, Washington State University (WSU); **Tom Harvey**, PSU; **Greene Lawson**, Hot Lips Pizza **Larry Lev**, OSU; **Wisteria Loeffler**, Friends of Zenger Farm; **Paul Rosenbloom**, PSU; **Marcus Simantel**, Portland/Multnomah Food Policy Council; **Janne Stark**, Portland Farmers' Market; **Dianne Stefani-Ruff**, Portland Farmers' Market; **Garry Stephenson**, OSU; **Lisa Weasel**, PSU; **Martha Works**, PSU; and **David Yudkin**, Hot Lips Pizza.

Many thanks to **Sam Currie**, District Manager, Bon Appetit Management Company and **Kirk Mustain**, General Manager, Bon Appetit at University of Portland for the wonderful Banquet. Their commitment to fabulous food featuring local producers and the best of the Pacific Northwest made planning this year's banquet a true pleasure.

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for non-payment of the annual dues. The ingrained social customs were less fluid than the zeitgeist, and optimism retreated, leaving hungry bellies and countless destitute for Goya to immortalize. This paper considers the progressive vision of the agricultural/pastoral landscape of Spain, to understand why the innovation of the patria and the hope for the panza (stomach) remained unfulfilled.

**Charles A. Francis**, University of Nebraska; **Mindi L. Schneider**, Cornell University; **Peter Skelton**, University of Nebraska; **Michele Schoeneberger** and **Gary Bentrup**, National Agroforestry Center (*sess. 46*)

***Methods for Designing Future Food Systems in Peri-Urban Areas***

We need mixed and interdisciplinary research methods to address complex agricultural challenges. Growth and expansion of urban populations, coupled with declining agricultural production acres, has given priority to farming and food systems in peri-urban areas. To understand issues that operate at the rural-urban interface, tools that increase breadth and scope of research and development are needed. A study of the ethics of land use and food purchasing preferences of peri-urban consumers in Nebraska revealed an ethic of environmental stewardship, plus high interest in purchasing locally grown foods. Farmers in the same study area were unaware of this local market demand. Studies of federal support programs for planting woody buffers along waterways to improve water quality have found low levels of participation in spite of attractive financial incentives. In future research, we need methods such as mail surveys, interviews, focus groups, and case studies in specific locations, in conjunction with traditional biophysical measurements and indicators. These can be combined for study of farms, landscapes, and ecosystems in areas that surround our growing cities. Universities and government agencies are frequently organized around narrow disciplinary lines, and currently face difficulties addressing complex challenges that include biological, economic, ecological, and social factors. We need to develop different tools through interdisciplinary team research and education to educate the public about rational land and other resource use in order to sustain the ecosystem services and food production that will be vital to long-term agricultural and social success.

**Carrie Packwood Freeman**, University of Oregon (*sess. 34*)

***Building Bodies Not Beings: The Construction of Farmed Animals in National News***

With the increasing industrialization of animal farming, the news media are an important source of knowledge about farmed animals for a largely urban public. This textual analysis of over 100 national news stories published between 2000-2003 in The New York Times, Time, CNN and CBS Evening News forms the foundation of scholarship on American news representations of farmed animals. Findings show news discourse largely supports the speciesist status quo by representing farmed animals primarily as resources for human use through commodifying them, failing to acknowledge their emotions and perspectives, and failing to describe them as inherently-valuable individuals. Visual imagery focuses more on bodies than beings, keeping viewers disconnected and unattached to the animals. However, on occasion, the media do challenge the rules of discourse by showing that animals have emotional needs and deserve to be rescued from cruel treatment. Social change for farmed animals is more likely if the media begin to construct stories which introduce us to individual farmed animals, include a non-anthropocentric ethical component, and respect both human and animal interests.

**Doug Freeman** and **Dave Decker**, Arnold Creek Productions, Lake Oswego, OR (*sess. 75*)

***Sustainability: From Field to Store to Customer***

Explore the economic and social bonds between growers and local markets at a special presentation of a new educational video "Architecture to Zucchini: The people, companies and organizations pioneering sustainability." Tours and interviews highlight innovative sustainable practices in industries ranging from catalog sales and banking to forest products and agriculture. These companies and organizations serve as national models for operating in ways that responsibly address environmental, social, economic and health values. The program is aimed at educational, government, industry and professional organization audiences. During the Sunday morning session, attendees will view two 10-minute segments from this two-hour program. One features Bill and Karla Chambers of Stahlbush Island Farms, a major organic grower located in the Willamette Valley. The other segment features Brian Rohter, founder of a successful grocery chain called New Seasons Market that focuses on organically grown and regionally produced foods. Both have established unique relationships with