

CANADIAN ASSOCIATION FOR FOOD STUDIES

2012 EXPLORATION GALLERY CATALOG

Congress of the Humanities and Social Sciences WATERLOO, ON · MAY 26-28, 2012



As an object of study, food demands attention. Our intimate and global relations with food and with representations of food make this evident. But food becomes us, and we are made of food, as are, by extension, our words, our actions, and our emotions. Does this shape the ways in which we perceive it?

The Exploration Gallery mounted for the 2012 conference of the Canadian Association for Food Studies was an experiment in both showing food and knowing food—through text, images, sound, interactivity, three-dimensional constructions, and food matter itself. The works presented opportunities for contemplation and discussion, and for crossing the boundaries that (particularly in food studies) may tend to isolate practices as much as define them.

Over the course of four days, an estimated 250 people passed through the Gallery, which also served as a space for socializing, between-session breaks, and spontaneous discussions about collaborative projects and new research directions. Visitors munched on local apples and architectural cake structures, gave feedback about new food initiatives and kids' fiction, and imagined magnetic neo-landscapes of food. Like so many spaces where people and food come together, it was convivial, productive, and satisfying, and we promised to meet up for more in the future.

As food studies evolves and expands, and as CAFS continues to grow and build connections between communities, I hope that this catalog will serve as a reminder of the examination, experimentation, and exploration that makes our field not only vital and groundbreaking, but rewarding and pleasurable as well.

–David Szanto, Concordia University dszanto@iceboxstudio.com

The Exploration Gallery at the 2012 conference of the Canadian Association for Food Studies was held in the Toyota Solarium at Wilfrid Laurier University in Waterloo, Ontario, during the Congress of the Humanities and Social Sciences, May 25–28, 2012.

Grateful acknowledgement is made to the University of Waterloo and Wilfrid Laurier University for their Cultural Events funding in support of the Gallery.









creativity for wild food in the city

Susan Aaron

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These pictures present the dynamics of the 'wild' or native, the indigenous as that vegetation and wildlife which continues to thrive communally in a locale, not transplanted. It provides grounding for life in a city. The photographic framework is a play of light amidst the designed moving energies of human culture alongside air, water, earth, and the offering of food. The culinary independence of a city can be made up of many plants of multiple origins but the native vegetation is edible and resilient when of the energies of a local nature. Cultural awareness assists a city, as varied participants and structures, to undertake sustainability through the physicality of individual creativity. My creativity moves through a transparent cultural framework to be responsible for wellbeing as the local returned, re-defined and changing. This arts-based research combines multiple disciplines to make evident and combine actions of academia and the everyday.

farm to fork research

Colin Anderson & Stephane McLachlan

University of Manitoba, Environmental Conservation Lab c_anderson@umanitoba.ca

These videos are the product of an action research project that explores community-driven efforts to grow alternative food initiatives in North America. The videos feature diverse assemblages of farmers, eaters and community organizers in Manitoba, British Columbia, and Oklahoma working to develop community-based regional food initiatives, and an initiative in Oregon that is mobilizing family farmers to challenge oppressive state legislation through the "Agriculture Reclamation Act." This research is supported by the Manitoba Rural Adaptation Council and the Social Sciences and Humanities Research Council.

Visit **www.farmtoforkresearch.com** for more information and to view related outcomes.





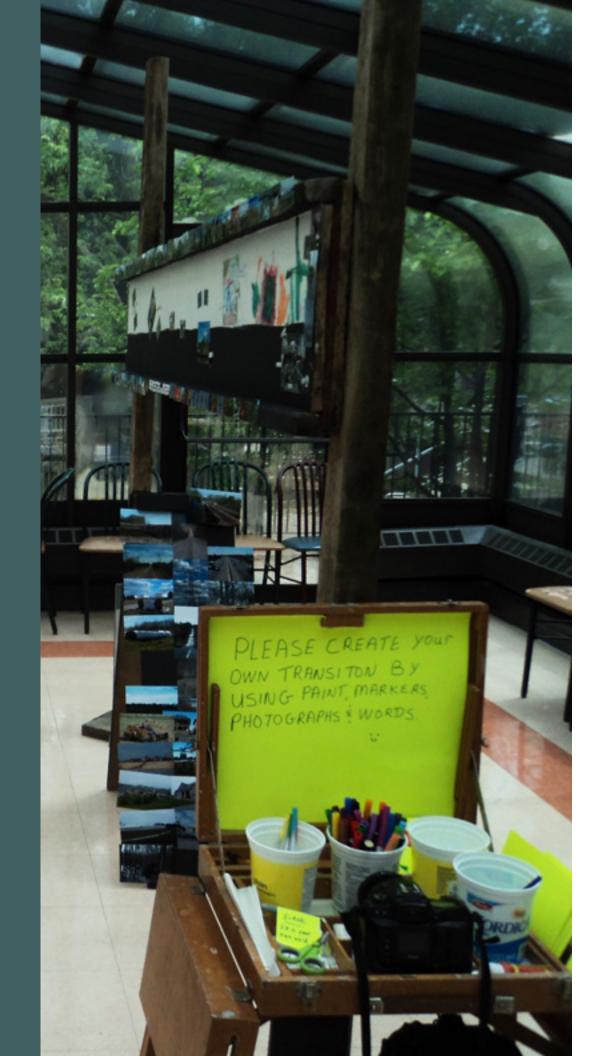


post-rural magnevo-scapes

Denise Bonin-Mount

denise@twistedlens.ca

As a photographer my inspiration comes from the changes that I see around me. The development path of consumer society is increasingly being charted not by our collective choices, but by our collective indecision in the face of sweeping changes. And rising global populations aspire to follow us down the road of unconstrained consumption, growth and development, where 'happiness' is measured by size, novelty, and bandwidth. This road leads to a future where energy consumption, modernization and urban expansion pave over farmland, communities, and the rural idyll. Is there another road, one that offers the chance to make different choices as a society, to rehabilitate the landscape, and to transition to a different future? Or are they the same roads?



















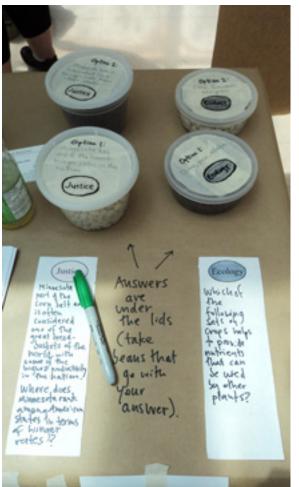


evelyn and the fluff-fluff machine

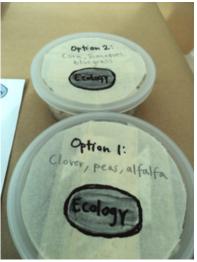
Sophia Liberty Burke

Concordia University sophialibertyburke@gmail.com

How do we engage children in the cooking process from an early age? The Evelyn children's book series, targeted towards children from the ages of 5 to 9 aims to bring excitement, curiosity, and play to cooking through kitchen tools. *Evelyn and the Fluff-Fluff Machine* is the initial prototype, in which Evelyn is introduced to using a whisk. Along with the possible ongoing series of books, an interactive web site could provide an interesting platform of engagement; a DIY page would provide a pattern for sewing an apron, recipes from the books, and other instructions for activities that kids and parents can do together. Another page would allow readers to upload their own stories, photos and kitchen tips. As a designer and artist, I strive to inspire a balanced engagement in both the natural and built environments that we inhabit. I believe it is within the intimate relationships we practice with the people, spaces, and objects around us that we find the most joy, fulfillment, and sense of personal identity. In my work I seek to celebrate slow design, the value of process, and focus on the experience of place, emotion, heritage, and community.











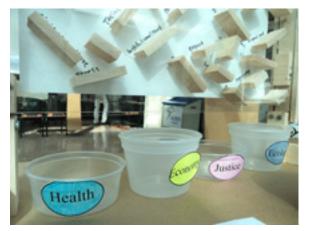


minnesota state fair interactive food system plinko game

Valentine Cadieux, Molly Turnquist, Nicola Carpenter, Joe Whitson, Fia Ramirez, Matthew Beasley, Renewing the Countryside & David Nicholson

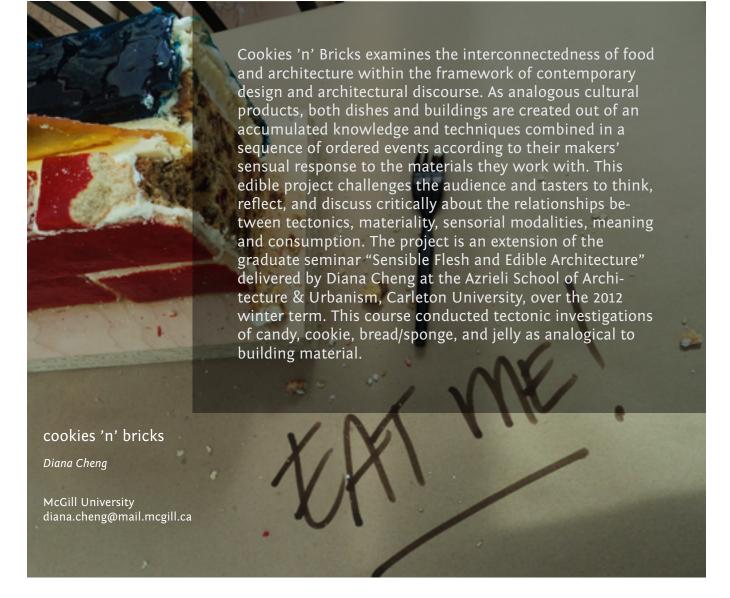
University of Minnesota cadieux@umn.edu





This interactive food system game plays on the idea of the "corn vote," a popular form of fair opinion polling, in which participants vote by placing corn kernels in mason jars. The game is built in the form of a Plinko Board with mason jars at bottom representing different components of the food system (healthy eating, vibrant farms, thriving economies, etc.) People are encouraged to vote with (agricultural) tokens for which part they value the most. The tokens (beans) falling through the obstacles on the Plinko board show the web of interconnected processes that are involved in the food system. It also shows that even if you value something specific, your "vote" still falls through the whole thing and affects—and is affected by—the entire system.



















st vital community food assessment

Stefan Epp-Koop

Food Matters Manitoba stefan@foodmattersmanitoba.ca

The St Vital Community Food Assessment is a recently completed food assessment addressing the food challenges of a community in Winnipeg of approximately 60,000 people. St Vital includes much of the diversity of the city of Winnipeg—including, for example, some of the highest and lowest income neighbourhoods in the city. Since it is demographically and socioeconomically similar to the rest of the city in many ways, this food assessment gave us an opportunity to use St Vital as a lens to understand food challenges faced by Winnipeggers while developing a roadmap for action in one of Winnipeg's largest communities.

With funding from the Winnipeg Foundation and the Province of Manitoba.

toronto office markets

Aruna Handa

Alimentary Initiatives aruna@alimentaryinitiatives.com

"Toronto Office Markets" is a sixty-second ad featuring Alimentary Initiatives' Toronto Office Markets. The video was produced both to promote the initiative within Toronto, and to promote the concept across North America as a solution to the continent-wide problem of local food distribution in the face of supermarket chain consolidation and vertical integration. People want to eat local food, but only if it's convenient. By arranging mini-local food markets in workplace lobbies, Toronto Office Markets makes it convenient to purchase local food, while at the same time opening new distribution channels for local food growers and producers. Originally piloted at the Centre for Social Innovation, the initiative is in the second phase of the pilot and is being tested in office buildings in downtown Toronto.



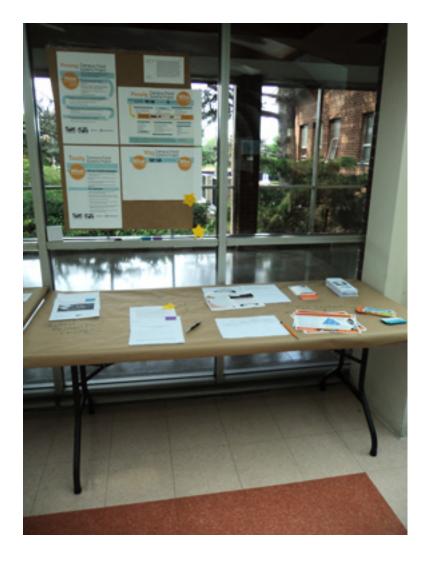












the campus food systems project

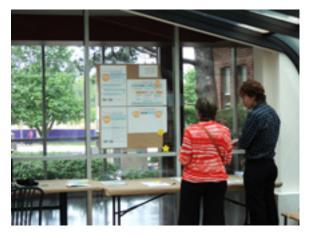
Dana Lahey & Caitlin Colson

Sierra Youth Coalition food@syc-cjs.org

Meal Exchange caitlin@mealexchange.com

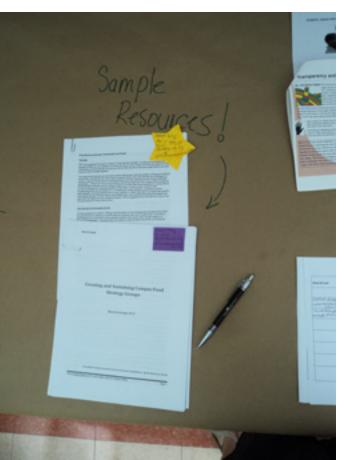
The Campus Food Systems Project is supporting student leadership in the food movement to get local, sustainable food onto university campuses in Canada. Funded by the J.W. McConnell Foundation, the project is running in partnership with Meal Exchange and Sierra Youth Coalition from 2011–2014 to effect a shift to local and sustainable procurement practices on ten campuses. We're working directly with student leaders to develop multi-stakeholder networks and connect applied student research to local and sustainable food systems. We're also partnering on a National Farm-to-University survey, developing a National Student Food Charter and tool kits for effecting food reform on campus. Our goal is to produce a working theory, model and accessible tools for the sustained reform of campus food systems in Canada. We look forward to sharing resources, and learning from new supporters and allies to identify innovative approaches for change toward local and sustainable campus food systems.















agroextraction in bolivia: the case of quinoa

Lise-Anne Léveillé & Alexis Aubin

Crossroads International liseanne.leveille@gmail.com al.aphoto@hotmail.com alexisaubin.blog.com

This PowerPoint presentation is a combination of the thoughts and observations of two volunteers currently working in Bolivia. Their work shows the effects of the international popularity of quinoa on its production and consumption. It proposes an analysis on how the extractive dominant agricultural model limits the accessibility of this rich cereal and consequently obstructs practices to food sovereignty for Bolivian peoples. The study reveals an incongruent parallel between the governmental position promoting food sovereignty and the lost of access to quinoa. Lise-Anne Léveillé works as a liaison officer for Crossroads International in Bolivia. She is also completing her masters at the School of International Development and Global Studies at the University of Ottawa. Alexis Aubin is a photographer currently working with three Bolivian organizations to illustrate their work in microfinance and rural development. Some of his art can be found online at alexisaubin.blog.com.







nutrition: our work is art

Alison McLaughlin, Maxine Silberg & Rachel Morgan

University of Toronto alisonmmclaughlin@gmail.com

On March 27th, 2012, the Master of Public Health–Community Nutrition Students from the University of Toronto hosted a unique networking event entitled "Nutrition: Our Work is Art." This event brought together Nutrition Professionals from a variety of fields, such as community nutrition, public health, government, not-for-profit organizations, and food industry members. Attendees of the event were encouraged to sign and draw on a white apron (our canvas) about how the nutrition profession has had an impact on their own lives and/or the lives of others. An apron was chosen as a dynamic canvas to inspire creativity not only in the kitchen, but also within the nutrition profession. The canvas sparked conversations between attendees about the deeper meanings of food, the nutrition profession, and overall health and well-being. This event is an example of how art can be incorporated into our everyday lives and into our professional practice.

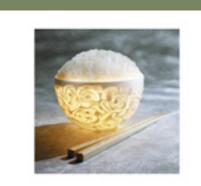
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100 rice bowls

Chee Wang No

ngcheewang@gmail.com

Today, the Chinese diaspora identity is reevaluated, challenged, and modernized within the traditional Chinese culture that draws upon ancient allegory, metaphor, and mythology via the leitmotif of "a bowl of rice with chopsticks" by exploring and engaging with different contemporary media. As "bread is the staff of life," rice is the staple for most of Chinese existence—it is not just essential for survival, but is a culture and tradition that centers on rice, from the first greetings to the last rites. The Chinese usage of the word "rice" is more than a noun, it is often used as a prefix and suffix, and used as a "measure" for all things Chinese. A vernacular Chinese saying is "Eating rice reigns supreme, after eating I will be God."









food getting wasted

Kathleen Novelia

Concordia University kathleen117@gmail.com

This video is the result of my reactions when I see people showing a lack of respect towards food. Throwing food into the garbage simply because it is past the best-before date, or a little bit "old" is not a problem for most people. We have to be grateful that we have food available to us. I grew up having my parents be very strict with us about food. We were allowed to take and to eat as much as we wanted, but we ought to finish the food in our plate. The purpose of this video is therefore to hopefully trigger us to be more conscious of the way that we handle food and to make the most out of it before it is discarded.

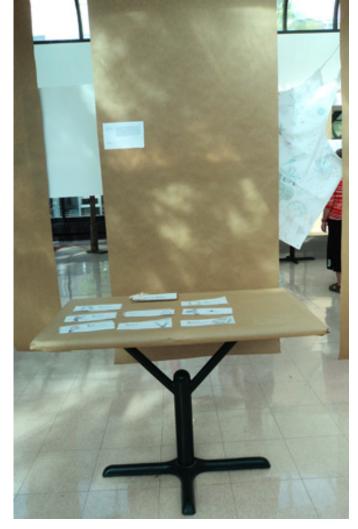


n'spices lettrines, seven +1 memorable spices

Kathleen Novelia

Concordia University Dart 442: Scenarios for Typography Prof. pk langshaw kathleen117@gmail.com

This project was done on a very personal level. I want to represent me in these lettrines: "N" as in Novelia and as in and. "And" in this sense means the continuity in my passion for food, going beyond just eating and tasting but also relating everything to food. Seven +1 memorable spices because they are not necessarily all my favorite spices, but memorable and meaning something to me, whether it is from the taste, the experience. My parents are the reason why I now handle food with love, gratitude, and respect. Therefore the plus one is dedicated to my mother because it is her favorite spice, which she uses all the time.

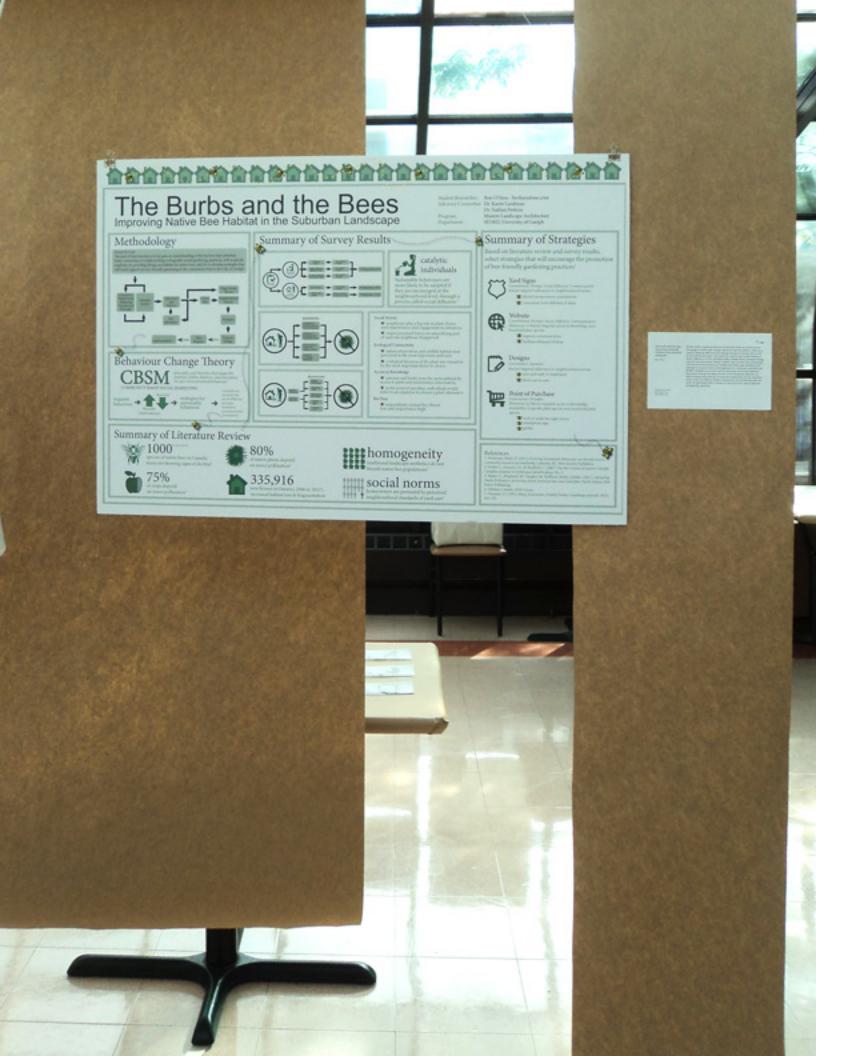


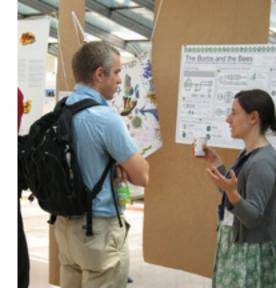












the burbs and the bees: improving native bee habitat in the suburban landscape

Ben O'Hara

University of Guelph www.benohara.ca beohara@me.com

As the Earth's resources become more and more strained and anthropogenic landscapes change alter ecological systems, there is a need to develop effective and lasting change to reverse this trend at the community level. The yard has come to be understood as a social reflection of the individual who resides there, demonstrating cues of socio-economic status, values, and care for the community. The historical foundations of residential landscape aesthetics has resulted in a space that is homogeneous in character, and does not benefit biodiversity. At the community level, pro-environmental behaviour change has been shown to be extremely effective, as well as being long lasting. To improve biodiversity at the suburban scale, there is a need to build a supportive and knowledgeable network of individuals who choose to maintain yard spaces that are ecologically sensitive.

environmental influences on health

Nathan Payne

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This poster depicts the many environmental influences on health. A story of a cyclist is portrayed, travelling through various community designs. A myriad of root influences on individual behaviour with an impact on health is illustrated below. It is possible to see their relationship with each other, and through the lens of the ecological model, a broader perspective is revealed. Broader environmental influences include policies, procedures and laws that have an impact on the health of the population, community design (e.g., rural versus urban), and socio-cultural influences on food. More specifically, these choices are not just effected by individual factors such as food literacy, individual health status, and genetics, but also by our relationships to producers, the safety, quality, and cost of our food. Clearly there are a number of factors influencing our health, and which inform the design of health promotion initiatives. With careful reflection on and consideration of the story told in this poster, we can draw our own conclusions as to what influences our health.









about ontario organic: a handimated video series

Jacob Pries

The Organic Council of Ontario www.organiccouncil.ca jacob@organiccouncil.ca

Everyone eats. Everyone should be able to make fully informed choices regarding what they eat. Often, confusion is created by unsubstantiated packaging claims and marketing. We at the Organic Council of Ontario wanted to create easily understandable materials to communicate that when you see an organic label on a product, you can trust that you are getting some of the best and cleanest food possible. We are driven to create these materials by our need to ensure that we have food in the future and by our understanding that organic is a practical way to ensure robust economies, resilient communities, happy farmers, and healthy people. The Organic Council is working with everyone we can to make organic products more available to Ontarians. We are working with Ontario farmers and businesses to increase their capacity to produce more organic!

Produced, directed, and edited by Devin J. Smith (devinjsmith.ca); "Why I am an Organic Farmer" (narrated by Gavin Dandy, Farm Director at Everdale Organic Farm and Environmental Learning Centre); "What is Organic Farming?" (narrated by Ted Zettel, Co-founder of Organic Meadow Co-operative); "Sharing the Harvest" (narrated by Maureen Kickpatrick, Standards Coordinator at The Big Carrot); art and illustrations by Dave Willekes. Financial support for this project was provided by the Organic Council of Ontario and the Province of Ontario through the Ontario Market Investment Fund.

local organic food co-ops sprouting up across ontario

Hannah Renalich

Ontario's Local Organic Food Co-ops Network hrenglich@onfc.ca

The Local Organic Food Co-ops Network is an umbrella organization hosted by the Ontario Natural Food Co-op that connects, promotes, and supports member co-ops. From Fort Albany to Fort Erie, food and farming co-operatives are democratically reshaping Ontario's food system by encouraging community engagement, providing good food locally, and transforming the food system toward greater ecological and social wellbeing. In an aging society, they offer a unique succession strategy for retiring farmers and business owners.

In the past year, twenty-two new local organic food co-operatives were initiated or incorporated. Including dairy farmers, multifarm CSAs, organic food bike couriers, online farmers' markets, coffee roasters, family farmers, community grocers, and student-run food initiatives, these co-ops are owned by their farmers, eaters, and workers. This year is the UN-declared International Year of the Co-op, the perfect time to celebrate and share co-operatives' potential for cultivating a more sustainable food system in Ontario.









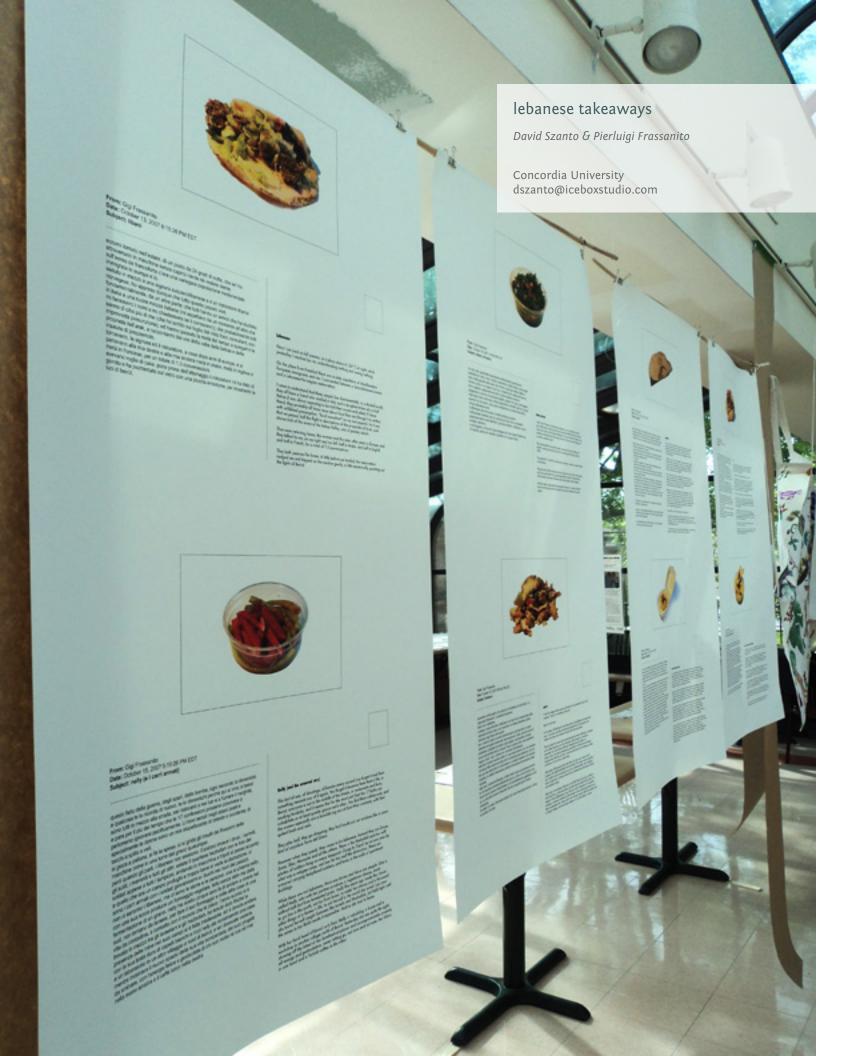
David Szanto

Concordia University dszanto@iceboxstudio.com

As an academic field that does not currently exist in a broad sense, gastronomy is what Hans-Jörg Rheinberger has described as an "epistemic thing." Such objects of inquiry are vague, characterized more by voids than by specifics, and come into being through various material and discursive acts. J.L. Austin famously discussed the "performative speech act": words that, when spoken aloud and within felicitous conditions, do something (e.g. marry a couple, christen a ship). Within the context of my PhD in Gastronomy, via Concordia's Special Individualized Program, delivering a conference paper or writing a comprehensive exam thereby becomes what might be termed a performative text act: the material-discursive actualization of academic gastronomy. This piece documents the visual insignificance and relative silence of two such text acts, performed respectively on 2/27/2012 and 5/1–3/2012, and which in turn performed gastronomy. It is inspired by John Cage's composition, 4'33", and invites the perceiver to reflect on what constitutes academic practice, and how it comes to be legitimized.

Grateful acknowledgement for funding is made to the FQRSC and the Vanier Canada Graduate Scholarship.











In October 2007, my friend Gigi Frassanito traveled to Lebanon for Slow Food's Mercati della Terra project, actualizing some farmers' market research that the two of us had done a year earlier during our master program in Italy. For a little over two weeks, Gigi narrowcast a series of short emails, informal impressions of his time there. I found these snapshots hypnotizing, both lyrical and a troubling wake-up to the fact that I clearly knew almost nothing about food in Lebanon. In Montreal, I frequently buy tabbouleh, shish taouk, and baba ghannouj from the cheap-and-cheerful take-out place on the corner: tasty, decontextualized, and translated. Gigi's emails are also removed in time and space (as well as mediated by my English renderings), yet their framing as electronic postcards makes both their origin and interpretation more evident. As documentarian Liz Miller has said, what's interesting about translation is what gets added, and what gets taken away.

Grateful acknowledgement for funding is made to the FQRSC and the Vanier Canada Graduate Scholarship.



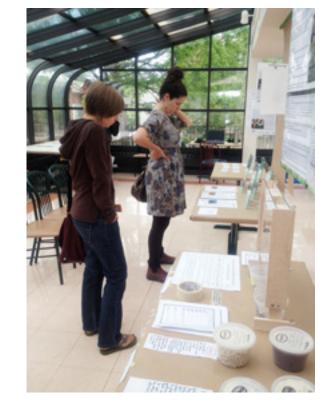




manitoba alternative food research alliance

Anna Weier

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The Manitoba food justice community is a vibrant one, and yet because of geographical distance and the amount of time and energy that goes into creating and sustaining projects, sometimes the good news stories and lessons learned are not captured and shared across the province and beyond. This project creates and shares one-page descriptions of the projects funded through the Manitoba Alternative Food Research Alliance (MAFRA) and the Social Sciences and Humanities Research Council (SSHRC) in the hopes that they can act as seeds to help grow and shape the food justice community in Manitoba and beyond.







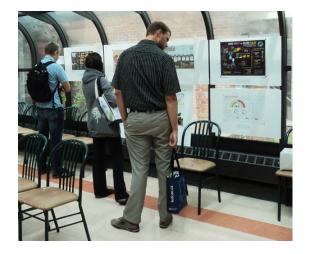


Carolyn Young

Sustain Ontario carolyn@sustainontario.ca

Over the last year, Powerline Films has been traveling across Ontario gathering stories of people and places that are transforming the future of food. Created in partnership with Sustain Ontario and more than a dozen partners, these videos shine light on good food ideas from many regions of our province. Informative, beautiful, and engaging, they are sure to inspire. The videos were made with support from The Ontario Market Investment Fund and the Metcalf Foundation. Partners Include: Corporation of the County of Perth, York Region Food Network, Food Security Research Network, Regional Municipality of Niagara, Regional Municipality of Durham & Durham Farm Fresh Association, Town of Caledon, City of Kawartha Lakes, Carrot Cache, Algoma Food Network, Local Food Plus, Foodshare Toronto, Organic Council of Ontario, Organic Growers of Ontario-Ottawa Chapter, London Training Centre, London Community Resource Centre, Western Fair Farmers Market.





good food ideas for kids infographics

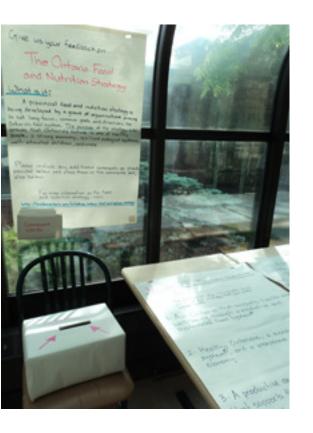
Carolyn Young

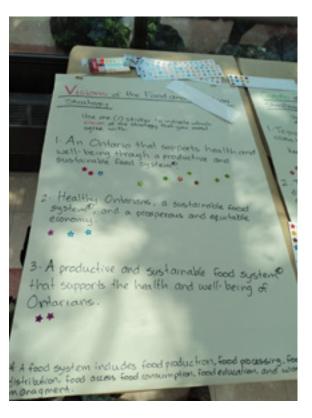
Sustain Ontario carolyn@sustainontario.ca

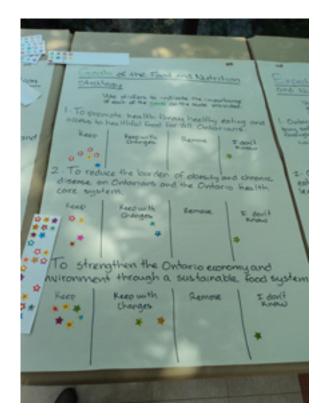
Early in January 2011, Sustain Ontario teamed up with Hyepnotic and students from Sheridan College's Bachelor of Applied Illustration program. The goal of the partnership was to develop infographics to illustrate foods issues confronting society today. Using their design skills, the Sheridan students represented an array of complex food issues using compelling visuals. A sample of their "Animating Good Food Ideas" work was on display to feed our brains, stir our curiosity, and nourish an appetite for provocative art.

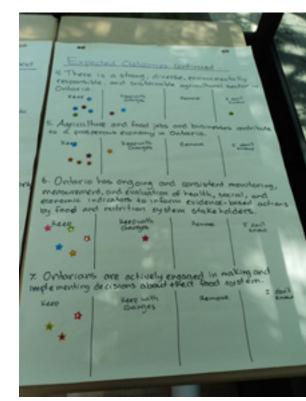
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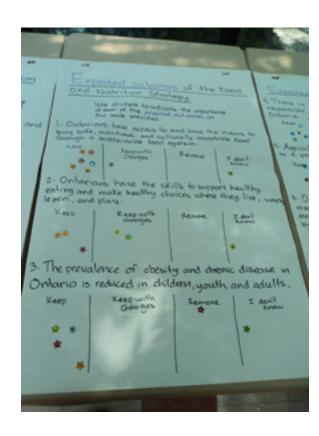
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ontario food and nutrition strategy consultation

Carolyn Young

Sustain Ontario carolyn@sustainontario.ca

Diverse groups from across Ontario are working on creating a coordinated approach to food policies and programming in Ontario through a comprehensive, coordinated strategy. Between April 23rd and May 31st, 2012, these groups are conducting a consultation on the *Ontario Food and Nutrition Strategy: A Plan for Healthy Food and Farming*. Here you can see the draft vision, goals and outcomes of the strategy and provide feedback. For more information visit **sustainontario.com/initiatives/ontario-food-and-nutrition-strategy**. The Design Team for the Food and Nutrition Strategy includes: Canadian Cancer Society, Heart and Stroke Foundation, Toronto Food Policy Council, Cancer Care Ontario, Dietitians of Canada, Wilfred Laurier University, University of Guelph, University of Waterloo, York University, Centre for Addiction and Mental Health Nutrition Resource Centre, Canadian Diabetes Association, Public Health Ontario, Ontario Federation of Agriculture, National Farmers Union, Canadian Environmental Law Association, Sustain Ontario.

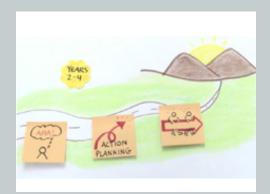
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nova scotia participatory food costing project

Participatory Action Research and Training Centre on Food Security www.foodsecurityresearchcentre.ca

Food costing is a research method that has been used to assess the cost of a basic nutritious diet in Nova Scotia. This video provides an overview of how the Nova Scotia Participatory Food Costing Project approaches this research in a participatory manner, where individuals directly affected or involved with food insecurity are engaged in the investigation process. The project is designed to measure the accessibility of a nutritious diet through the creation of affordability scenarios. The results have continually shown that many Nova Scotians cannot afford a healthy nutritious diet. In the past decade, the project has raised awareness about food insecurity in NS and has supported women to share their experiences with food insecurity. The project has also built and supported relationships between individuals and organizations that are concerned with food security, and has contributed to policy change at many different levels.

activating change together for community food security (ACT for CFS)

Participatory Action Research and Training Centre on Food Security www.foodsecurityresearchcentre.ca

Using engaging graphics, this brief video embodies many of the values of the SSHRC-supported Community-University Research Alliance: Activating Change Together for Community Food Security (ACT for CFS) to illustrate the vision, mission, goals, and ways of working within the project. ACT for CFS team members made a commitment to creating inclusive, plain language communication materials that invite participation and enable community engagement by embracing different ways of learning and knowing. The intention of this video was both to communicate the complexities of a five-year project, as well as test knowledge mobilization and dissemination approaches. Graphic facilitation has become an increasingly important element of communication within the project; offering significant learning opportunities for all while also serving group decision-making and advancing the research.





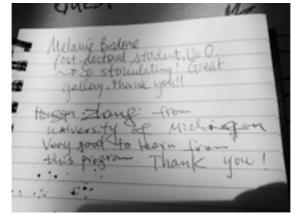


vision for food security - spoken Word by Tim Merry

Participatory Action Research and Training Centre on Food Security www.foodsecurityresearchcentre.ca

This unique video represents a spoken word compilation of elements of the shared vision of community food security, generated collaboratively by team members of the SSHRC-supported Community-University Research Alliance: Activating Change Together for Community Food Security (ACT for CFS). The participatory nature of the visioning discussion symbolizes the core values of inclusion, community engagement and participation within this project. Dynamically incorporating elements of the conversation into a broad vision of what Community Food Security means to team members within ACT for CFS, the spoken word element brings creativity and engagement to the communication process. By drawing on personal strengths that people bring to the project, this video uses kinetic typography and spoken voice in an experiment to bring additional life to this important aspect of the project and embrace different ways of knowing and learning.

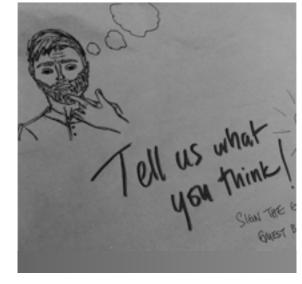




















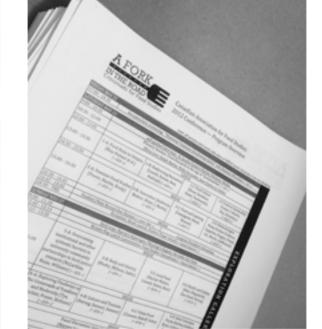




Founded in 2005, CAFS promotes critical, interdisciplinary scholarship in the broad area of food systems: production, distribution, and consumption. CAFS members are drawn from an array of disciplines including adult education, agriculture, anthropology, economics, environmental studies, health studies, home economics, human nutrition, geography, literature, psychology, philosophy, policy studies, public health, rural studies, sociology, social work and urban planning. CAFS membership is open to academics, students, policy makers, community workers, professionals, practitioners and others interested in food studies research.

CAFS recognizes the need for interdisciplinary research on food issues both within and outside of academia in response to societal needs such as informing policy makers, assessing the outcomes of community-based work, and demonstrating the health, social, cultural, spiritual, and environmental impacts of food systems.

www.foodstudies.ca





Catalog design by: Kathleen Novelia, Concordia University kathleen117@gmail.com

