

1. Record Nr.	UNINA9910451740103321
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Titolo	Alternative food networks : knowledge, practice, and politics / / David Goodman, E. Melanie DuPuis, and Michael K. Goodman
Pubbl/distr/stampa	Abingdon, Oxon : , : Routledge, , 2012
ISBN	1-283-46239-7 9786613462398 1-136-64123-8 0-203-80452-X
Descrizione fisica	1 online resource (321 p.)
Altri autori (Persone)	DuPuisE. Melanie <1957-> (Erna Melanie) GoodmanMichael K. <1969->
Disciplina	338.19 381.41 381/.41
Soggetti	Food industry and trade Food industry and trade - Moral and ethical aspects Food supply - Moral and ethical aspects Consumption (Economics) Electronic books.
Lingua di pubblicazione	Inglese
Formato	Materiale a stampa
Livello bibliografico	Monografia
Note generali	Description based upon print version of record.
Nota di bibliografia	Includes bibliographical references and index.
Nota di contenuto	Alternative Food Networks: Knowledge, practice, and politics; Copyright; Contents; Acknowledgments; List of abbreviations; PART I Alternative food networks: reflexivity and shared knowledge practice; 1 Introducing alternative food networks, fair trade circuits and the politics of food; 2 Coming home to eat? Reflexive localism and just food; 3 Bridging production and consumption: alternative food networks as shared knowledge practice; PART II Alternative food provisioning in the UK and Western Europe: introduction and antecedents 4 Rural Europe redux? The new territoriality and rural development5 Into the mainstream: the politics of quality; 6 Changing paradigms? Food security debates and grassroots food re-localization movements

in the UK and Western Europe; PART III Alternative food movements in the USA: formative years, mainstreaming, civic governance, and knowing sustainability; 7 Broken promises? US alternative food movements, origins, and debates; 8 Resisting mainstreaming, maintaining alterity; 9 Sustainable agriculture as knowing and growing PART IV Globalizing alternative food movements: the cultural material politics of fair trade10 The shifting cultural politics of fair trade: from transparent to virtual livelihoods; 11 The price and practices of quality: the shifting materialities of fair trade networks; 12 The practices and politics of a globalized AFN: whither the possibilities and problematics of fair trade?; 13 Concluding thoughts; Notes; References; Index

Sommario/riassunto

"Farmers' markets, veggie boxes, local foods, organic products and Fair Trade goods - how have these once novel, "alternative" foods and the people and networks supporting them become increasingly familiar features of everyday consumption? Are the visions of "alternative worlds" built on ethics of sustainability, social justice, animal welfare and the aesthetic values of local food cultures and traditional crafts still credible now that these foods crowd supermarket shelves and other "mainstream" shopping outlets? This timely book provides a critical review of the growth of alternative food networks and their struggle to defend their ethical and aesthetic values against the standardising pressures of the corporate mainstream with its "placeless and nameless" global supply networks. It explores how these alternative movements are "making a difference" and their possible role as fears of global climate change and food insecurity intensify. It assesses the different positions around these networks from three major arenas of food activism and politics: Britain and Western Europe, the United States, and the global Fair Trade economy. This comparative perspective runs throughout the book to fully explore the progressive erosion of the interface between alternative and mainstream food provisioning. As the era of "cheap food" draws to a close, analysis of the limitations of market-based social change and the future of alternative food economies and localist food politics place this book at the cutting-edge of the field"--

2. Record Nr. UNINA9910286401903321

Titolo

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Pubbl/distr/stampa

Sul, : Minsokwn, 1998

ISSN

2424-0508

Descrizione fisica

1 online resource

Soggetti

Anthropology
Ethnology
Anthropology - Japan
Ethnology - Japan

Lingua di pubblicazione

Giapponese

Formato

Materiale a stampa

Livello bibliografico

Periodico

Note generali

Publisher varies.