



From the Niche Cuisine to the Mainstream Kitchen? A Communication Perspective on Local Food Systems

Problem

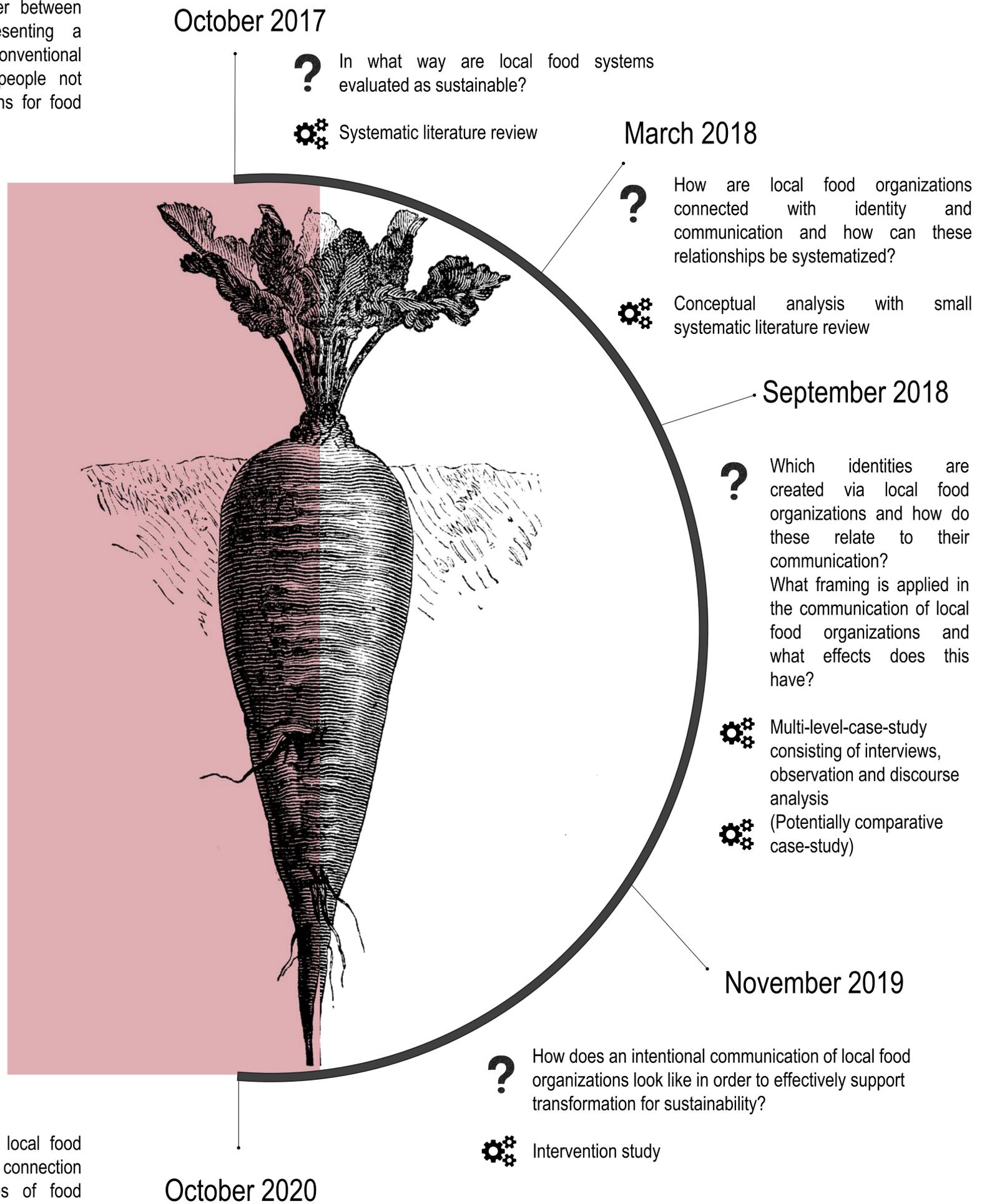
The research focuses on the barrier between existing local food systems, presenting a sustainable alternative to the conventional industrial agro-food complex, and people not partaking in these alternative solutions for food consumption.

State of the Art

This project explores a way of engaging with food characterised as local systems of food provision and patterns of food consumption from a sociological perspective. As an alternative to the conventional industrial agro-food complex they are considered an important part of transformation to sustainability on regional level (Seyfang 2006; Maye 2007). Despite recent advancements and growing interest, there is a need for more research in particular with respect to generating context-specific knowledge of "regional needs and conditions" (Kneafsey 2010: 187) and the transformation processes towards more sustainable food consumption (Hinrichs 2014). Communication plays a critical role in this and serves here as an entry point to local food systems. This research will take the tenet "*Food creates Identity*" as guiding principle (Fischler 1998; Bisogni et al. 2002; Almerico 2014) connecting it with communication to apply a novel lens on local food systems.

Objective

The research explores in what way local food systems are sustainable. Further the connection between the specific food identities of food systems and their communication will be investigated. The objective is to create an understanding of how intentional communication of local food organizations can look like to effectively enhance transformation for sustainability.



References

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