News

Conferences

US

The Sustainable Foods Summit

The aim of the Sustainable Foods Summit is to explore new horizons for eco-labels and sustainability in the food industry by discussing key industry issues. How do organic, fairtrade and other eco-labeling schemes further sustainability? With growing proliferation in labels, what are the prospects for a single sustainability standard for food products? What are the practical application of sustainability metrics? What advances are occurring in sustainable ingredients? What developments are happening in formulation, production and marketing of sustainable food and beverages?
Organized by Ecovia Intelligence (formerly Organic Monitor)
Date: 16-17th January 2019
Location: San Francisco, US
www.sustainablefoodssummit.com/northamerica/about/

Germany

Global Food Summit 2019

“Milk without cows, meat without cattle and greens without soil – the agriculture of the future won’t take place in sheds or on fields, but in urban nutrition laboratories in the heart of our cities. Sounds like science fiction, but is already reality.”

This conference will address issues surrounding the scientific advances in the realm of food production, particularly in relation to sustainability. How will our perception of food and nature change with the advent of increasingly high-tech and ‘urban’ forms of production?

Curators: Prof. David Zilberman, University of California, Berkeley, Prof. Justus Wesseler, Wageningen University, Dr. Simon Reitmeier, Cluster Ernährung Bayern and Stephan Becker-Sonnenschein.
Date: 20 – 21 March 2019
Location: Munich, Germany
globalresearchalliance.org/e/global-food-summit-2019/

UK

The European Conference on Sustainability, Energy & the Environment 2019 – May 2019

Working with the University of Sussex and Birkbeck, University of London, this is an interdisciplinary conference. This will be the seventh consecutive year the conference has been running. The theme for 2019’s event is ‘independence and interdependence’. There is a call for submissions around the topic. This can refer to such “concepts as autonomy and identity, rights and responsibilities, and power and control; and within a variety of contexts from politics and geopolitics to energy, sustainability and the environment; and from education, technology and logistics, to culture and language; from psychology and security, to considerations of equity and justice.”
Speakers to be announced.
Date: 9-10th July 2019
eksee.iafor.org/

Publications

Global

Journal of Global Marketing on Sustainable Consumption: A Global Perspective

A special issue of the Journal of Global Marketing will be published in 2020. It will focus on understanding sustainability and green aspects of contemporary consumption, and attempt to highlight the green behavior and sustainability related issues from different cultural perspectives. Different methods are welcomed, including but not limited to conceptual as well as empirical papers. The journal is inviting original papers, which are neither published, nor currently under consideration for publication elsewhere. The following are some of the suggested topics:

- Cross-cultural practices of sustainable consumption
- Global environmentally significant consumer behaviour
- Reduce, re-use and recycling habit of consumers globally
- Global consumers’ green values, green image and green trust
- Personality traits of consumers in choosing green products/services
- Cross-cultural psychological aspects in considering green products while shopping
- Ethical consumption behaviour
- Mindful consumptions

All papers submitted for publication will be double blind reviewed, following the review process guidelines of the Journal of Global Marketing.
Submission deadline: 1st December 2019
explore.tandfonline.com/cfp/bes/wglo-si-cfp-sustainable-consumption

UK

Multisensory marketing tactics can lead to more ethical consumption

This paper, published by the Journal of Environmental Psychology, considered the unique way in which online shopping is marketed and how this affects consumers’ decisions to buy more ethical goods. They write that a “key challenge is that the online shopping environment is characterised by limited cues compared to in-store experiences.” The authors found that the multisensory techniques (visual, auditory, and tactile stimulation) can lead to customers more positively evaluating an ethical brand, as well as a higher willingness to pay for it online. Even low-cost techniques can significantly influence customer choices to be more sensible by focusing on improving customer brand experience online. This study is an early step towards a better understanding of the benefits of improving customer brand experience for e-tailing of ethical brands.

Sweden

Less meat, more legumes: prospects and challenges in the transition toward sustainable diets in Sweden

This paper tackles the potential concern that transitioning from a diet high in meat to a more plant-based diet could lead to deficiencies in nutritional intake. Through the exploration of a scenario in which meat consumption in Sweden is reduced by 50% and replaced by domestically grown grain legumes, the authors quantify and discuss the implications for nutritional intake on population level, consequences for agricultural production systems and environmental performance.

The paper finds that, at population level, the average daily intake of energy and most macro- and micro-nutrients would be maintained within the Nordic Nutrition Recommendations after the proposed transition. There would also be a considerable increase in dietary fiber and some increase in folate intake, which are currently below recommended levels. The transition would have a significant positive impact on the environment, both in terms of a reduction in climate impact and land use requirement. Multiple barriers to such as transition are raised, including low consumer awareness about the benefits of eating legumes, thus requiring joint efforts from 

France

Association between time perspective and organic food consumption in a large sample of adults

In many countries organic food consumption has increased during the past decades. This paper builds upon the literature which has examined consumers’ motivations for choosing organic food, by studying and exploring the psychological traits behind these motivations. The authors focus their study on what they term ‘consideration of future consequences’ (CFC), which represents the extent to which individuals consider future versus immediate consequences of their current behaviors.

Using a sample of 27,634 participants who completed the CFC questionnaire and an Organic-Food Frequency questionnaire, the authors compared psychological traits of non-organic food consumers to organic food consumers. Overall, the study found that participants with higher CFC were more likely to consume organic food. Further research would examine why some people have a higher CFC than others, and the extent to which CFC is a fixed psychological trait or is subject to change as a result of factors such as education, lifestyle and health.

multiple actors.

Sweden

Coffee by women: the ‘duty of ethical enjoyment’

Using the insights of political economy and psychoanalysis, this paper explores the contemporary trend of deploying feminist values for ethical branding. Through an examination of Coffee by Women, a campaign run by Swedish coffee brand Zoégas owned by the Nestlé Corporation, the authors show how a combination of development discourse, ‘women’s empowerment’ and the opportunity to ‘do good’ is employed to sell coffee.

The campaign, Coffee by Women, illustrates the threat of a future lack of coffee, which creates anxiety in the consumer, who then purchases Zoégas coffee with assurance that it will secure and educate new generations of coffee farmers, a significant percentage of which will be women. The consumer thus acts out of personal interest (securing quality coffee in the future), whilst also acting altruistically by ‘empowering women’ in the global South.

The authors claim that the narrative of this campaign is built on a ‘colonial fantasy of global sisterhood and shared interests that works to conceal the political conflicts connected to global trade and climate change.’

The paper argues that prior to the era of mass consumption, the structure of the social bond within communities was marked by a prohibition on individual enjoyment for the benefit of the common good. With the dawning of the age of mass consumption, this social bond was replaced by a duty to enjoy. In the current context of ethical capitalism, a phase that has proliferated particularly after the 2008 financial crisis, the authors suggest that ‘social bond is rather structured by a ‘duty of ethical enjoyment’, containing elements of both prohibition and pleasure.’

This paper puts forward an important critique of ethical consumption and the commodification of feminism, illustrating the way brands increasingly use the individual’s desire to empower themselves and others in order to increase profits. Ethical consumption is shown to frequently contain a contradiction: consumers shop ethically in order to try and right the abuses of an immoral system, but often unknowingly further entrench this system by putting money into the hands of multinational corporations who are at its heart.


Romania

Understanding consumer motivations for buying sustainable agricultural products at Romanian farmers markets

This paper seeks to examine the characteristics and motivations of consumers who choose to shop at farmers markets (piata) in Romania. Using primary data from 243 surveys carried out at 89 piata throughout throughout the country, the authors found that economic value, wealth, and educational level are important factors for consumers to choose sustainable products at the piata, with consumers generally being older, more educated and having higher wealth.

This research is important in regard to sustainable food consumption and production, as ‘farmers markets are an important direct-to-consumer market that enables non-farmers to purchase locally, and often sustainably, grown produce and products.’ The farmers market is a vital nexus where consumers learn, through direct contact with producers, about the food they are consuming and the means by which it was produced, and often are able to purchase it at reduced cost. Farmers also gain through cutting out wholesalers and building a relationship, and thus loyalty, with customers. The findings of this paper will help policy makers and suppliers develop and maintain sustainable agricultural production through the support and expansion of farmers markets.

Hong Kong

**Study recommends policies to encourage low-income households to recycle more**

A study published in the Journal of Environmental Management found that higher-income residents on housing estates in Hong Kong were more likely to recycle than those on lower incomes. The authors explored the reasons for this. The study looked the volume of recyclables collected at 158 housing estates with an average population of 12,285. It showed that those living in public housing estates were less likely to recycle than those in private ones.

It was found that a major contributing factor was the recycling facilities available at the different housing estates. The paper states that there is a “strong correlation between recycling quantity and the type of property management agent. Private companies have an incentive to organize a variety of participatory activities within their remit, such as waste separation and recycling, because their performance as perceived by residents and their representatives is often linked to outstanding management outcomes, which might include a recycling award from a trusted institution, e.g. EPD or ECF. Public agencies have lower motivation to act. More efforts are therefore needed to promote waste recycling in public rental housing estates, particularly those currently managed by a public agency.”

They explored another possibility of higher-income residents’ tendency to recycle more. Higher income households have more disposable income to consume more material goods. This therefore generates larger amounts of waste and recyclable household goods.

The authors made policy recommendations based on the findings. This included “introducing demographically differentiated waste recovery policies […] such as distributing more site-specific recycling bins in economically disadvantaged residential communities, and reversing the ECF’s funding rule that precludes public rental housing estates from submitting a funding application. Additional concessions towards management fees for these estates, particularly those managed by a public agency, might also be considered. This could create more economic incentives for residents and estate management to engage in waste recycling and separation.”

www.sciencedirect.com/science/article/pii/S0301479718302524

**Books**

**The Oxford Handbook of Food Ethics**

The Oxford Handbook of Food Ethics, edited by Anne Barnhill, Tyler Doggett, and Mark Budolfson, incorporates work from philosophy but also anthropology, economics, the environmental sciences and other natural sciences, geography, law, and sociology. In the last several years, there has been a notable increase in philosophical work on these issues - work that draws on multiple literatures within practical ethics, normative ethics and political philosophy. This handbook provides a sample of that philosophical work across multiple areas of food ethics: conventional agriculture and alternatives to it; animals; consumption; food justice; food politics; food workers; and, food and identity.

Part Three is of particular interest for those engaged in the debates surrounding consumption. It features the following contributions:

10. Tristram McPherson-The Ethical Basis for Veganism
13. Andrew Chignell-Religion, Fasting, Efficacy, Hope
14. Erich and Jaclyn Hatala Matthes-The Clean Plate Club?

Food Waste and Individual Responsibility


**Farming Food and Nature: Respecting Animals, People and the Environment**

A recently published book presents the case for urgent action to combat the damaging impacts of livestock production and to fix our broken food systems.

It includes reflections and commentary from some of the leading academics and actors in the field, such as: food activist Raj Patel; author Carl Safina; leader of the Sustainability Science Center Katherine Richardson; famous primatologist Dr Jane Goodall, PhD, DBE, UN Messenger of Peace; environmentalist Jonathon Porritt; sustainability policy expert Karl Falkenberg; and bee expert, Dave Goulson.

It also includes insights from the ‘Extinction & Livestock Conference’ – the world’s first ever international event.
to examine this issue which took place at London's QEII Centre in October 2017 – as well as new contributions on plant-based & clean meat innovation, insects as food and feed, and the growing environmental and welfare impacts of fish farming.

The book was published at the start of November by Earthscan and is available for purchase online for £30.