

Humanistisk Fødevareforskning



Tre seminarer om **madkultur** og **fødevarer**
i efteråret 2008:

●
Storby og Regionalisme.
Et seminar om madkultur

●
Mål-tider. Måltidet
mellem erindring og
forventning

●
Food, Value and Taste
- An interdisciplinary
international conference



Humanistisk forskning i madkultur og fødevarer

Aarhus Universitet har mange forskergrupper og enkeltforskere, der arbejder med fødevarer og mad – også på humaniora. Under satsningsområdet Videnssamfundet er der givet en bevilling til at støtte denne forskning og det gør vi bl.a. ved at afholde en række seminarer og små konferencer.

Set fra et humanistisk perspektiv er madkultur og fødevarer et komplekst felt – og det er et spændende felt, fordi så mange betydningssystemer og forskellige former for medialisering er på spil og ofte på én gang. Madens kulturhistorie, nutidens madsystemer, madens og kroppens repræsentationer i sprog, kunst og medier: alt sammen kræver en humanistisk tilgang og en skelnen mellem det faktiske felt: Hvem spiser hvad? Hvad spiser hvem ikke? Hvordan er forholdet mellem gruppe og individ, tradition og fornyelse, helse og hedonisme? Hvorfor fylder mad så meget i moderne performance og installationskunst – og i kunsthistorien? I litteratur? Hvorfor er madstoffet eksploderet i de fleste medier i de seneste 15 år? Mad knyttes i videnssamfundet på radikal vis ind i alle niveauer af kulturen.

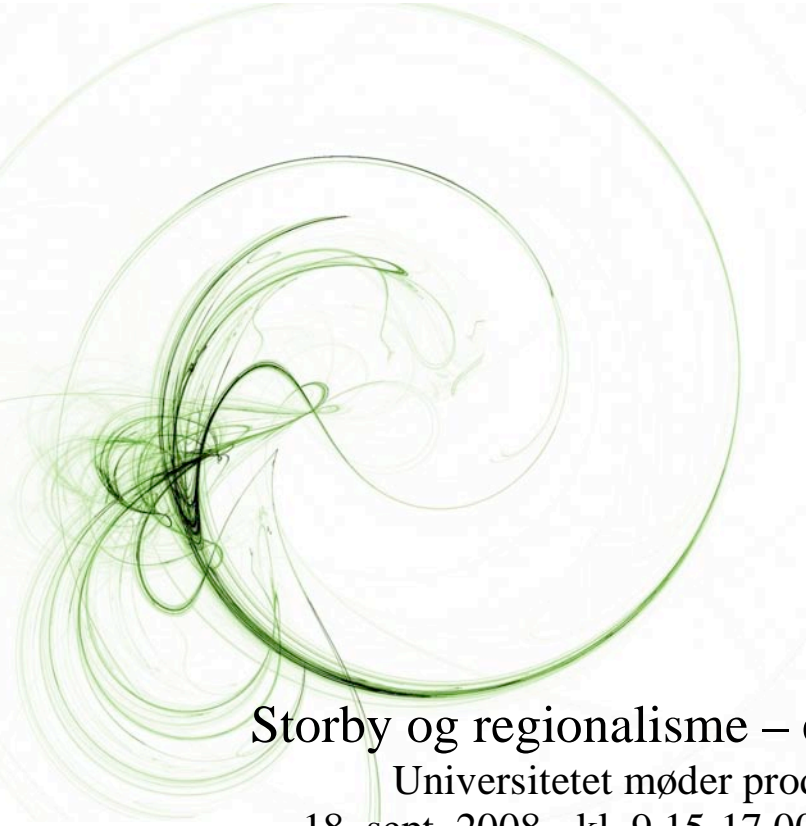
Vi har indtil videre formuleret fire felter for pågående madforskning:

- Mad, smag og oplevelse: Æstetik, medier og livsstil.
- Mad, sted og rum.
- Mad og livssituation.
- Mad og fødevarepolitik og forbrugsmønstre.

I november 2007 afholdt vi en lille konference, der hed **Food, Media, and Gender** med en række internationale oplægsholdere. Sammen med forskere fra Aarhus School of Business og Det jordbrugsvidenskabelige Fakultet og Institut for Folkesundhed har vi i foråret arbejdet på at udarbejde en ansøgning til Det strategiske Forskningsråd om et tværfakultært projekt.

I efteråret 2008 afholder vi to seminarer og en konference i samarbejde med Emotionsnetværket under Videnssamfundet: Det kan man læse mere om i denne lille folder.

Karen Klitgaard Povlsen

An abstract graphic consisting of several overlapping, swirling lines in shades of green, creating a sense of movement and organic form. The lines are thin and delicate, with some darker green areas where they overlap.

Storby og regionalisme – et seminar om madkultur

Universitetet møder producenterne og kokkene

18. sept. 2008 - kl. 9.15-17.00 i bygning 1324, lokale 025

Formål

Formålet med seminariet er at vise, hvorledes det regionale, nationale og nordisk inspirerede køkken – med vægt på råvarekvalitet og behandlingsomhu – bidrager til sanselighed, kulturel mangfoldighed og berigelse i form af sans for fødevarekvalitet og forfinet madkultur.

Derudover at etablere et møde mellem den humanistiske forskning i madkultur og fødevarer og verden uden for universitetet, spændende fra raffineret madlavning og gastronomi til økologisk og bæredygtig produktion og salg af ordentlige produkter.

Temaer

- Land og by
- Fornyelse gennem tradition
- Lokal, regional og national repræsentation
- Sensorisk køkken
- Kvalitet gennem råvarer
- Fra jord til bord – med hånd og mund
- Madkvalitet i det regionale
- Madkultur mellem kulturarv og oplevelsesøkonomi

Temapartnere

Seminar Land-By (Historisk Afdeling-IHO)

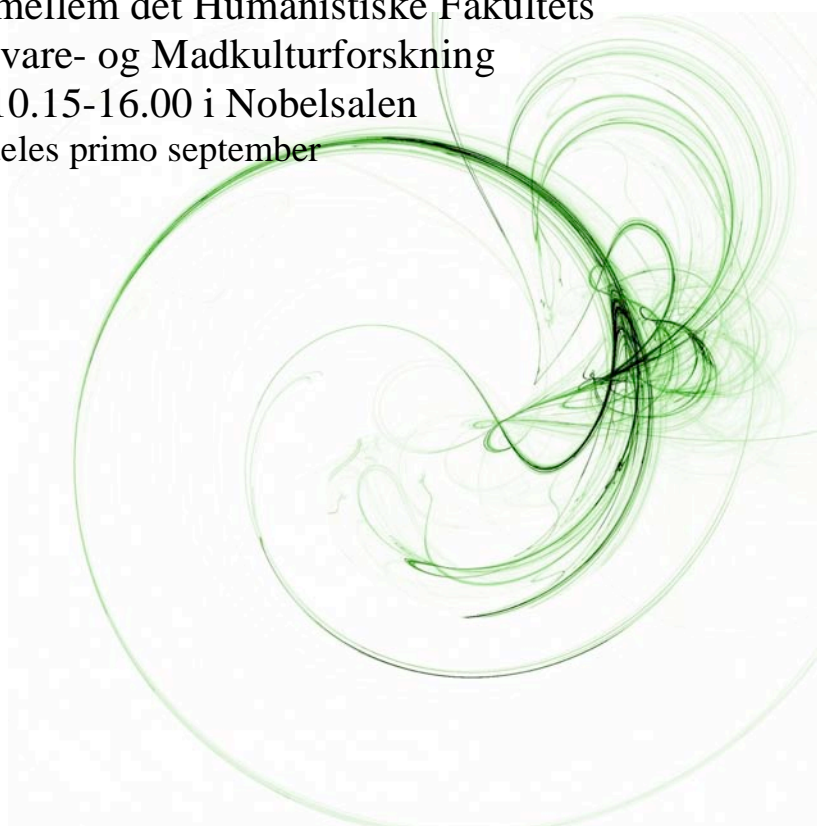
Humanistisk Fakultets Fødevare- og Madkulturforskning

Masteruddannelsen i Oplevelsesøkonomi

Program

- 09.15-09.30: Velkomst v. Niels Kayser Nielsen, IHO
- 09.30-10.15: Skødstrup Gårdbutik - en gårdbutik i en storby
- 10.15-10.30: Pause - frugt
- 10.30-11.15: Farm Café, Houstrup – en ”tysk” café i Vestjylland
- 11.15-12.15: Mette Warming, Vejrs – gårdbutik og gastronomi på den jyske vestkyst
- 12.15-13.00: Pause - frokost
- 13.00-13.45: Fur Gårdbutik- en gårdbutik på landet
- 13.45-14.30: Kromanden fra Mandø præsenterer Vadehavskøkkenet
- 14.30-14.45: Pause - kaffe
- 14.45-15.45: Malling & Schmidt – det sensoriske køkken
- 15.45-16.00: Pause - frugt
- 16.00-16.45: Noe Munck – madkultur og livskvalitet
- 16.45-17.00: Afslutning v. Niels Kayser Nielsen, IHO

Mål-tider. Måltidet mellem erindring og forventning
Et endagsseminar i samarbejde mellem det Humanistiske Fakultets
Emotionsnetværk og Fødevarer- og Madkulturforskning
9. oktober 2008 - kl. 10.15-16.00 i Nobelsalen
Programmet meddeles primo september

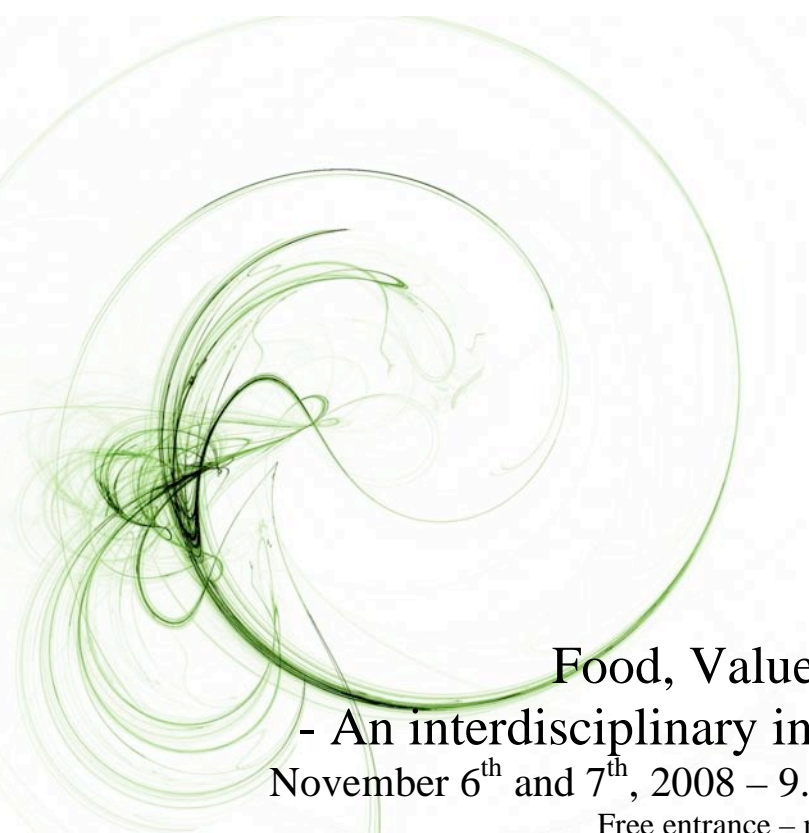


Formål

Seminaret har til formål at belyse måltidets temporale aspekter med særligt fokus på dets erindrings- og håbsdimensioner. Det fælles måltid er en illustration af, hvorledes kollektiv erindring og kollektiv forventning er knyttet til en konkret materiel manifestation, der samtidig har en institutionel og kulturel forankring. Disse temporale aspekter peger samtidigt hen på en tæt forbindelse mellem måltid og emotionalitet. Måltidet er en begivenhed hvor der er emotioner og følelser på spil – en kompleks vekselvirkning mellem det kollektive og det individuelle.

Hovedspørgsmål på seminaret vil eksempelvis være:

- Hvilken type institution og social praksis er måltidet?
- I hvilket forstand kan det temporale siges at være konstituerende for måltidet som social praksis?
- På hvilken måde er måltid og emotioner knyttet sammen med hinanden?



Food, Value and Taste
- An interdisciplinary international conference
November 6th and 7th, 2008 – 9.00-16.30 in Studenternes Hus
Free entrance – no registration

One can require lunch each of the days, as well as participate in the conference dinner Thursday evening November 6th, for reasonable prices. Such requests can be delivered to filb@hum.au.dk, with the heading: "meal registration".

Theme

Perhaps food that is healthy, food that looks and smells good, food that is easy to cook and eat, food that is interestingly different and strange, food that is salient in the stores and prominent on the market, or food that simply tastes good very different things. The idea behind the conference *Food, Value, and Taste* is therefore to put a sharper focus on the many different ways in which to value, assess and recognize food, drinks, and meals. Researchers from a number of very different disciplines and backgrounds each present a particular view on the evaluation of food, and all join in the common discussion of how the different kinds of evaluation can, and cannot, be adjoined and supplement each other.

Programme

Thursday

9.00-10.30 Svein-Ottar Olsen:
The role of ambivalence and conflicting preferences in consumer's and family's food choice

10.45-2.15 Lotte Holm:
What is good food?

12.15-13.15 Lunch

13.15-14.45 Hannes Nykanen:
On the idea that something simply tastes good

15.00-16.30 Carsten Sestoft:
The field of wine and its lessons for quality notions in other food fields

Friday

9.00-10.30 Harald Lemke:
Ethics of Taste

10.45-12.15 Hans Fink:
On the Value, Quality and Enjoyment of Food

12.15-13.15 Lunch

13.15-14.45 Anette Kistrup Thybo:
How to determine quality of foods – using human senses as an instrument

15.00-16.30 Karen Brunsø:
Understand consumers food choice - with perspectives from values, lifestyles and quality preferences

Svein Ottar Olsen,

Professor,

Norwegian College of Fishery Science, University of Tromsø, Norway

The role of ambivalence and conflicting preferences in consumers and family's food choice

“Ambivalence” is one term used to describe contradictions people experience in their individual values, beliefs, attitudes or evaluation (“mixed feelings or intrapersonal attitudinal ambivalence”) or in their social relationships (“conflict or interpersonal ambivalence”). Although the nature of ambivalence is as old as human thinking and feeling, interest in ambivalence as a descriptive and explanatory construct and empirical research on ambivalence are relatively new within social psychology, marketing or food science. For example is ambivalence relevant when people express both positive and negative evaluations about perceived quality of a food product - or when families express different preferences for a family meal.

My presentation will first discuss conceptual and measurement issues related to ambivalence. Secondly, I will present some of my research on food ambivalence. The presentation will have a particular focus on an empirical study of more than 1000 Norwegian adolescents. In order to extend previous research on ambivalence, this study incorporates attitudinal ambivalence with interpersonal ambivalence or conflict and self-identity in an integrated model explaining adolescents' attitude and intention to consume seafood as a healthy meal. The findings are discussed in relation to previous and future research and add support to the arguments that ambivalence, interpersonal conflict and self-identity are important for understanding adolescents' attitudes and intended consumption in the domain of healthy food choice.

Lotte Holm,

ph.d, Professor, Head of the Research Group for the Sociology of Food,
Department of Human Nutrition, Copenhagen University, Denmark.

What is good food?

The paper will argue that evaluations of the taste of food, the quality of food products and meals largely depends on the social contexts in which foods are consumed. Based on the sociological literature and several empirical studies of food the paper will discuss which kind of normative and social concerns and values influence modern food consumers' conceptualizations and practices regarding food and eating.

Hannes Nykänen,
Ph.D.,
Åbo Academy, Finland

On the idea that something simply tastes good

Enjoying food and drinking is usually without qualification taken to be a matter of taste. Good food and drinking TASTE good. Irrespective of how subjective taste is taken to be, the quality of tasting good is considered to be essential for enjoying food and drinking. Our taste is usually understood as something naturally given. If I do not like, say, fish, that is thought to be a fact about my taste buds and olfactory experience. But could not our taste be socially mediated? If it could, how does sociality enter the realm of taste? What is the refinement of discrimination that goes with the refinement of taste all about? Could destructive impulses be part of it? - My intention is to complicate the idea that something "simply" tastes good.

Carsten Sestoft,
Ph.d., Academic Administrator,
Department of Philosophy and the History of Ideas
University of Aarhus, Denmark

The field of wine and its lessons for quality notions in other food fields

The aim of this paper is twofold: First, to use the sociology of cultural fields of Pierre Bourdieu to reflect on the notions of quality and taste in the production, description and consumption of wine. This will lead to a rough sketch of the variation in quality notions along two dimensions: production/consumption and connoisseur/mass market, both of which should be understood in a historical perspective. Second, to consider what lessons for other kinds of food production and consumption can be drawn from this mapping of a highly particular case. Part of the argument is that wine writing functions as a coordinator of supply and demand in the connoisseur market. Wine writing establishes and communicates notions of quality common to producers and consumers; and this presupposes i) certainty of the identity of the individual wine, ii) a commonly accepted language of description. Both of these premises seem to be lacking, or exist only in a rudimentary form, in most other food fields, but presumably they could be developed.

Harald Lemke,

Dr. Philos., Senior Lecturer,

Institute for Cultural Studies at the University of Lüneburg, Germany

Ethics of Taste

Only recently is a philosophical discourse on food been initiated by a small number of international scholars. My contribution builds on these pioneering studies by developing a “philosophy of food” and a concept of “food ethics”. A crucial aspect of this is to outline an ethically good way of eating. To meet the epistemological and universalistic challenge of formulating a philosophically as well as (natural/social) scientifically based concept of ethical food, the conceived gastrosophy avoids speculative principles such as religious or metaphysical goodness. Its underlying claim to normativity regarding “good” or “just” practices (of farming, trading, labeling, buying, cooking, and enjoying food) is founded on the rich knowledge production that political scientists, sociologists, nutritionists, historians, cultural studies scholars, and philosophers have generated.

As such, the philosophical foundation of an ethics of taste aims to meet another challenge. It confronts pertinent political issues concerning the protection of the environment, human rights (to food entitlement), animal rights and legal and economic matters relating to food production, public health and welfare issues. In sum, a food ethics discusses the important role of the responsible consumer as well as the ideal of the conscious individual, who practices a culinary good life. By incorporating a trans-cultural and pluralistic understanding of “the good”, a philosophical food ethics shows an awareness of the diversity of eating cultures throughout the world.

Hans Fink,

Docent, D. Phil Oxon,

Department of Philosophy and the History of Ideas, University of Aarhus, Denmark

On the Value, Quality and Enjoyment of Food

In my paper I shall sketch a general philosophical account of what it is to be good – what it is for something to be valuable, of high quality or enjoyable? This account is meant to cover all kinds of value judgements, be they economical, technical, aesthetical or moral. I shall then try to apply this account to questions concerning the production, consumption and appreciation of food. What is good food? What is a good cook? What makes a meal worth a detour?

Anette Kistrup Thybo,

ph.d., Head of Research Unit,

Institute of Food Science, The Faculty of Agricultural Sciences, University of Aarhus, Denmark

How to determine quality of foods – using human senses as an instrument

Food quality is a matter of internal quality determinants as chemical composition, and can therefore be determined by a number of chemical and physical analyses. However since food quality is evaluated when buying foods and when eating foods the human senses are the ultimate instrument for evaluation of food quality as this is the way consumers perceive quality – the sensory quality. The sensory quality is determined by various attributes related to appearance, sound, texture, aroma, flavour and taste determined by the sight, ears, nose and mouth. Sensory quality of foods can be determined as objective measures by trained panels of sensory assessors and subjectively by means of consumers' preferences scores. Various sensory methodologies exist as difference test, ranking and sensory profiling. The use and relevance of these methods will be presented and related to other analyses as chemical analyses and preferences tests, which will give a holistic interpretation of quality from “product to person”.

Karen Brunsø,

ph.d., Professor at the MAPP Centre,

Aarhus School of Business, Denmark

Understand consumers food choice - with perspectives from values, lifestyles and quality preferences

To predict consumers' food choices are an often raised topic - and many answers have been put forward over the years. Motive and value fulfilment seems to be major antecedents for consumer decision-making in general as well as being very important for consumers' food choices. Thus, the achievement of desired consequences, such as a nice, enjoyable meal or the expected health benefits achieved by eating specific foods, seem to be important drivers for many food choices. Thus, consumers may choose food products inspired by how they believe the particular product will contribute to the achievement of desired consequences and values. Product information such as a label or brand and its information about health, nutrition, quality guarantees, ethical issues like environmental friendliness or sustainability can develop expectations about high eating quality and pleasure - giving the consumer a feeling of luxury - or expectations about improved health, and of a long happy life. Specific food related preferences are often formed based on perceived available cues in the (shopping) environment combined with existing knowledge. Positive and negative cues are integrated with memory content to form an overall evaluation: a preference, which can be more

or less strong depending on personal relevance (e.g. values) and experiences, and may be changed when new information and/or experiences are perceived/have occurred, and may - in the end- also influence the final food choice.

Kontaktpersoner:

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Food, Value and Taste: Steen Brock: filsb@hum.au.dk