

**NARSC 2018
Call for Submissions
Special Session(s) on**

**Local Food and Drink Culture:
Trends, Opportunities and Challenges in Regional development**

Neil Reid
University of Toledo, USA
neil.reid@utoledo.edu

Isabelle Nilsson
University of North Carolina, Charlotte, USA
inilso1@uncc.edu

Maria Giulia Pezzi
Gran Sasso Science Institute, Italy
giulia.pezzi@gssi.it

In countries across the globe, demand for local products appears to be on the rise. In the United States, for example, the growth in the number of farmers markets, wineries, and craft breweries since the mid-1980s is reflective of this demand. Looking at the demand for local products from a more global perspective, Saabira Chaudhuri, in a recent article in the Wall Street Journal, noted, *“Shoppers have gravitated in droves toward smaller, niche or locally made products. In many cases, they are seeking out healthy alternatives and ingredients that are more natural. Manufacturing costs have fallen, allowing small players to seize quickly on trends. Social media and e-commerce have made marketing and distribution easier”*

Discussing the growing popularity of local products in the United States, Shortridge (1996, 10), argues this interest in local products involves the *“deliberate seeking out of regional lore and local attachment by residents (new and old) as a delayed reaction to the destruction in modern America of traditional bonds to community and family”*. Recent decades, indeed, have seen a worldwide progressive industrialization and globalization of the agri-food production system, that neo-localist movements are seeking to counterbalance.

The purpose of these special sessions is to explore the growing popularity of local food and drink, both from a production and consumption perspective. Potential topics include:

- Changing consumer habits and preferences that privilege local food and drink
- Local food and drink as an entrepreneurial activity
- Local and regional development opportunities through food and drink production

- Economic benefits and impact of local food and drink SME in regional development
- Food and drink niche-tourism in shrinking regions
- Supply chains
- Sustainability and the environment (and/or the recovery of agro-biodiversity and the preservation of gastronomic heritage)
- Labor issues (and/or regional gender variations in local food and drink production, and the factors influencing them)
- Spatial patterns of production and consumption (and/or mapping the “local” in local food and drink production and consumption)
- The response of the multinationals to the challenges of local food and drink
- Food, drink, and local identity between tradition and innovation (or food, drink, local identity and knowledge transfer)
- The future of local food and drink – The local food and drinks of the Future

Please let us know if you are interested by sending an email with the name and affiliation of the author(s) together with contact details, the title of the proposed presentation, the abstract, and the unique ID number no later than June 15, 2018. The abstract should be 2,000 to 5,500 characters and spaces.

References:

Chaudhuri, S. (2018) Outfoxed by Small-Batch Upstarts, Unilever Decides to Imitate Them. *Wall Street Journal*, January 2.

Shortridge, J. R. (1996) Keeping Tabs on Kansas: Reflections on Regionally Based Field Study. *Journal of Geography*, 16(1), 5–16.