

North American Meetings of the Regional Science Association International (RSAI)

San Diego, CA – November 11-14, 2020

**Call for Papers – Special Session(s)
Artisanal and Craft Manufacturing in the Food and Beverage Sector**

Session Organizers:

**Neil Reid (University of Toledo)
Julie Wartell (University of California, San Diego)
Isabelle Nilsson (University of North Carolina at Charlotte)
John Sporing (Bureau of Economic Analysis - retired)
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The goal of ‘artisanal/craft manufacturing’ is to produce high quality products in small batches using skilled workers and traditional methods. Artisanal/craft production has penetrated several sectors such as apparel, ceramics, and food and beverages. Increased consumer interest in artisanal/craft products partly reflects the growing popularity of the neolocalism movement, where products made by locally owned small-scale producers are prized over the commoditized offerings of large multinationals. Producers and consumers of artisanal/craft products also seek to enliven local neighborhoods and economies by supporting artisanal/craft producers. Artisanal/craft manufacturers can create value for customers by offering more of what they want and less of what they don’t. The focus of this special session is the food and beverage sector within artisanal/craft manufacturers, which has experienced significant growth in recent years. Specifically related to the increased popularity of products such as craft beer, craft spirits, wines, coffee, soft drinks, artisanal cheese, etc. Papers may be theoretical or applied and possible themes include, but are not limited to:

- Role of technology, including social media
- Branding and marketing practices
- Producer-customer relationships
- Supply chains and producer-supplier relationships
- Competition, collaboration, and coopetition
- Artisanal/craft manufacturing as a lifestyle choice
- Regional and community Impacts
- The experience economy
- Tourism opportunities
- The regulatory environment
- Spatial patterns and processes
- Neolocalism and the role of place
- Demographics of producers and consumers
- Changing consumer lifestyles and values
- Covid-19: What’s going to change?

If you are interested in presenting your research in this special session, please submit an abstract (2,000 to 5,500 characters and spaces) through the conference portal. Information on how to do that can be found [here](#). Upon submitting your abstract, you will receive an abstract ID number (e.g. P12345). Please send your abstract ID number and a copy of your abstract to Neil Reid (neil.reid@utoledo.edu) no later than **June 20, 2020**.

Depending upon the focus and composition of papers that are presented at the meeting, we will explore the possibility of a special issue of a journal.