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Talking about food and nutrition: Australian women's magazines

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Talking about food and nutrition: Australian women's magazines

Abstract

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McMurray, David A.

The Market of Zumbagua, Ecuador, Twenty Years Later: A Re-study of Mary Weismantel's Food, Gender, and Poverty in the Ecuadorian Andes

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The market of Zumbagua, Ecuador, was a crucial site of Mary Weismantel's original fieldwork in the early 1980s which led to her publication of *Food, Gender and Poverty in the Ecuadorian Andes*. The book was an investigation into the nature of highland Quichua foodways and their relation to household, gender and race relations. This re-study seeks to investigate what has changed in the interim, particularly in reference to infrastructural and demographic developments, changes in the nature of race and gender relations, and especially to changes in the commodity mix present in the weekly market. This re-study suggests that most of the changes can be attributed to the greater penetration of capitalist production relations into the region, as predicted by Weismantel.

McVie, Danielle, Heather Yeatman, Sandra C. Jones

Talking about food and nutrition: Australian women's magazines

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This paper analyses the food and nutrition messages presented to teenage girls, young women and older women in eight popular Australian women's magazines. Content analysis over a 12 month period of eight popular Australian women's magazines targeted at teenage girls, young women and older women. Magazines were analysed for the food and nutrition content of advertisements, editorial items and cover headlines. Overall the issues covered by the magazines were very narrow in focus. The food and nutrition advertisements were most commonly for non-core food items and when nutrition messages were used they more often related to general health and nutrition rather than more specific issues. As the age of the target readers increased, so did the number of food and nutrition related advertisements. Editorial items and cover headlines were most frequently focused on celebrity diets, dieting and weight loss, followed by editorial items that promoted food products. The food and nutrition messages presented to women were not only inconsistent, they were very limited in range, especially considering those issues that could be considered of direct interest to women such as osteoporosis, nutrition and aging or vegetarianism. Wider issues such as food purchasing behaviours and agricultural issues, sustainability or environmental concerns did not feature. While women's magazines do provide some food and nutrition information, they are currently very limited in their capacity to broadly educate women on a wide range of food-related issues. They lacked inclusion of expert information and inconsistencies in information had the potential to confuse readers.

Melo, Cristian, Gail Hollander

"Arriba" as a Protected Denomination of Origin: Capturing the Aroma of Ecuadorian Cocoa?

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Protected denominations of origin (PDOs) have been deployed to enhance the economic prospects of agriculture embedded in unique rural landscapes, by providing customers with the option to favor the products of these locations. PDOs distinguish high quality and relatively scarce goods from bulk goods, by capitalizing the value-added by the intersection of geographically distinctive physical and biological factors, specific agricultural practices, and traditional know-how. One of such connoisseur-appreciated goods is the dark chocolate with a perfumed floral scent and fruity flavor produced using "Arriba" Cocoa beans, which come from a genetically distinctive shade-grown, low yield cocoa variety from the Arriba region of Ecuador. Due to the fact that the production of these beans has declined, a heterogeneous alliance of farmers, non-profit organizations, exporters, and local and international institutions have embraced the "Arriba" PDO as a tool for improving the fare of producers, preserving the environmental services of shaded cocoa farms, and securing a supply of these scarce beans. We use this case study to explore the potential of PDOs for the agricultural sector of developing countries, given that the local institutional framework is clearly different from the European setting in which PDOs were originally