



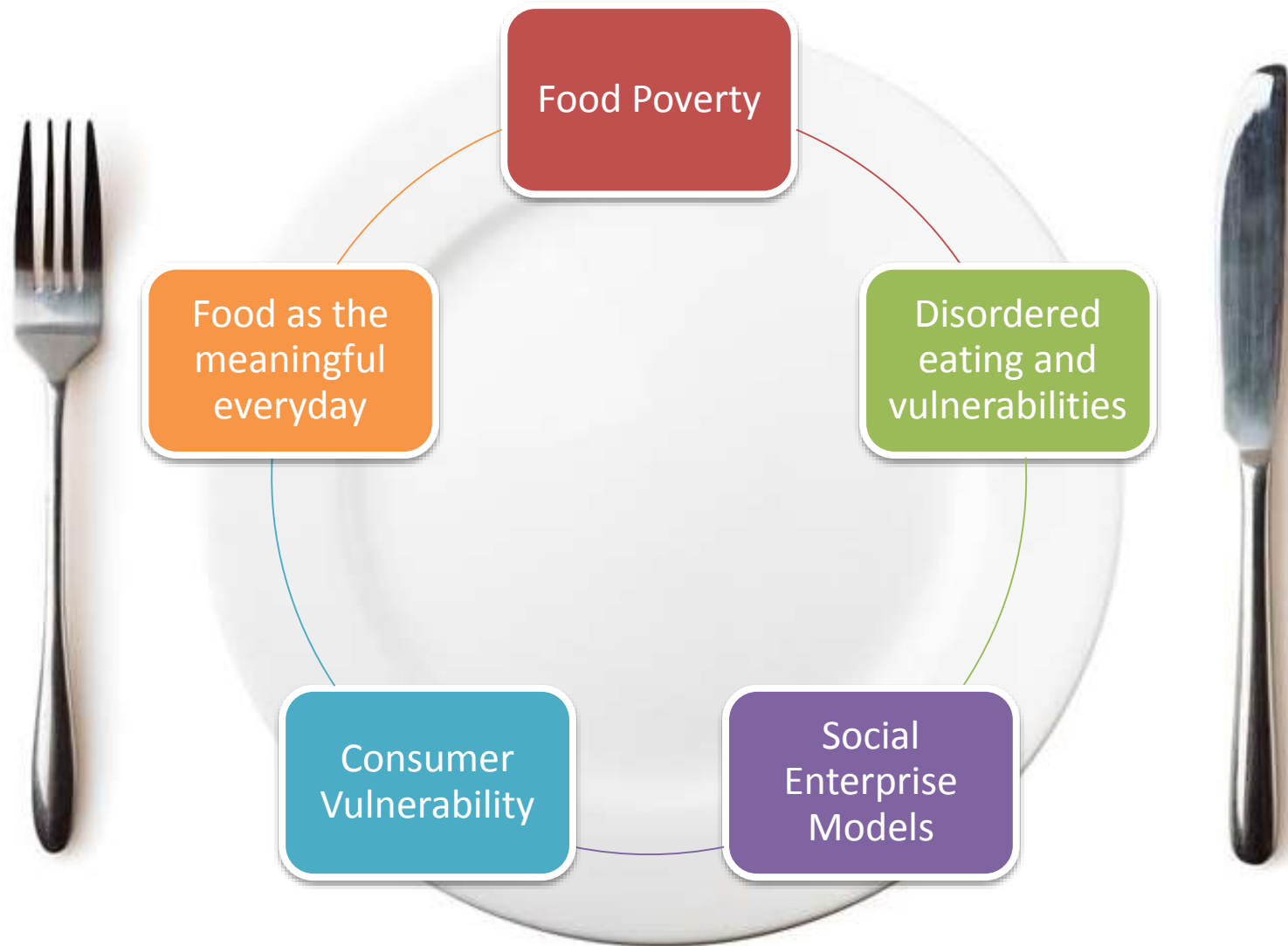
Using food to share patters and using patters to make connections.

Dr Andrea Tonner

Lecturer and Director of Undergraduate Programme

Department of Marketing

a.tonner@strath.ac.uk, @zincy91



Food & the individual

- Food central to self identity. Process of incorporation. Food crosses barrier between outside and inside worlds (Fischler, 1988).
 - Physiological – chemical nutrients
 - Transfer of symbolic properties
- Belk's Extended Self- concept (constituents of selfhood)

29
JUL
2013

My Life in Cookbooks

I've got a food-related radio feature coming up. **My Life in Cookbooks** goes to air this Sunday 4 August on ABC Radio National's *360documentaries* program. It's written and narrated by me (with contributions from keen and not-so-keen cooks), produced by Lea Redfern and sound engineered by Russell Stapleton.



A personal library reflects the passions and preoccupations of the collector, and cookbooks are no exception. From my own shelves I measure out a narrative in several chapters—from (almost) the very first cookbook I bought as a university student in the late 1970s (*The Pauper's Cookbook*) to the one I bought last month (*Plenty*).

CATEGORIES

Uncategorized



 Follow 



Food and Friendship

3rd Place

- 3rd place- Ray Oldenburg (1991) defined a third place as a place of refuge other than the home or workplace where people can regularly visit and commune with friends.
- Not the typical 3rd place: Oldenburg (1991) discusses only a few physical aspects of third places, such as their proximity and easy access from home or work for many, and highlights that these places are likely to offer food and drinks.
- Hogg et al (2004) consumption in order to create family life across a variety of diffused sites including restaurants as their children move away from home. (Hogg et al, 2004)



Food as plentiful



Issues of vulnerability



Liminal air descend 2006- Shinji Ohmaki

Consumer Vulnerability

Baker, Rittenburg & Gentry 2005

Building understanding of the domain of consumer vulnerability

- “A state of powerlessness that arises from an imbalance in marketplace interactions or from the consumption of marketing messages and products” (Ibid:134)

Commuri and Ekici 2008

An Enlargement of the Notion of Consumer Vulnerability

Baker, Labarge & Baker 2015

Consumer vulnerability: Foundations, phenomena, and future investigations

- Information from “people, conditions, and experiences characterised as **vulnerable** (a status) or by **vulnerability** (a state)”.
- 3 approaches to vulnerability analysis research, isolating particular populations of people, isolating particular environmental conditions, isolating meanings and processes

Poverty and Food Poverty



investigate the “people, conditions, and experiences of food poverty

A person with long brown hair in a ponytail, wearing a blue t-shirt, is seen from behind, looking into an empty white pantry. The pantry has several shelves, and a single box is on the top shelf. The person's hands are visible at the bottom corners, holding the edges of the pantry doors.

**When does not enough,
become enough?**



Social Enterprise Literature ↔ Community Food Projects

Definition

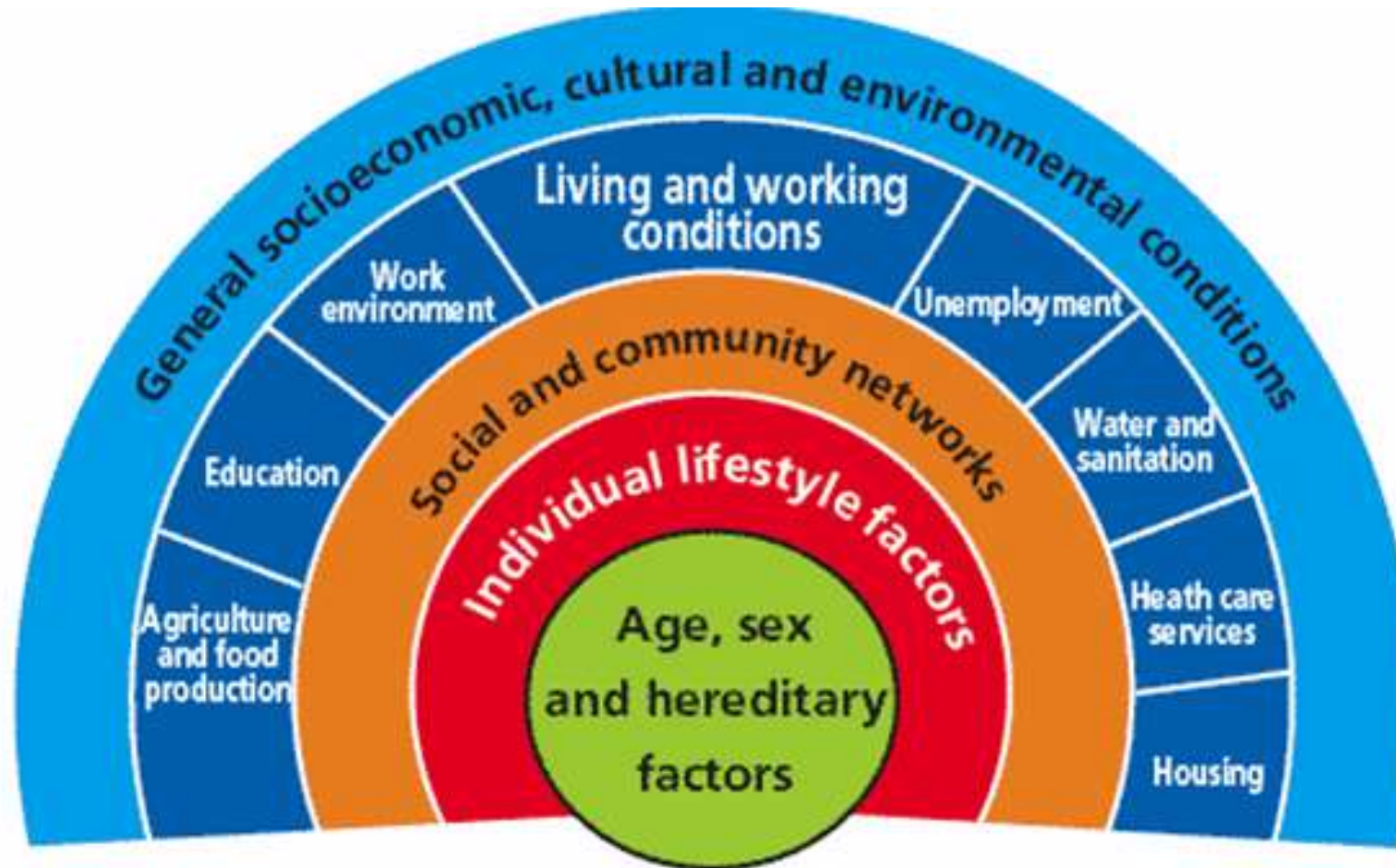
Social Aim, Trading, Reinvestment

Origins

Entrepreneurially led, Charity

Transition

Grand and contrasting narratives



Dahlgren and Whitehead's main determinants of health model

Availability



Accessibility



Affordability



Aptitude



Attitude



Social Inclusion



Build Networks



Participation

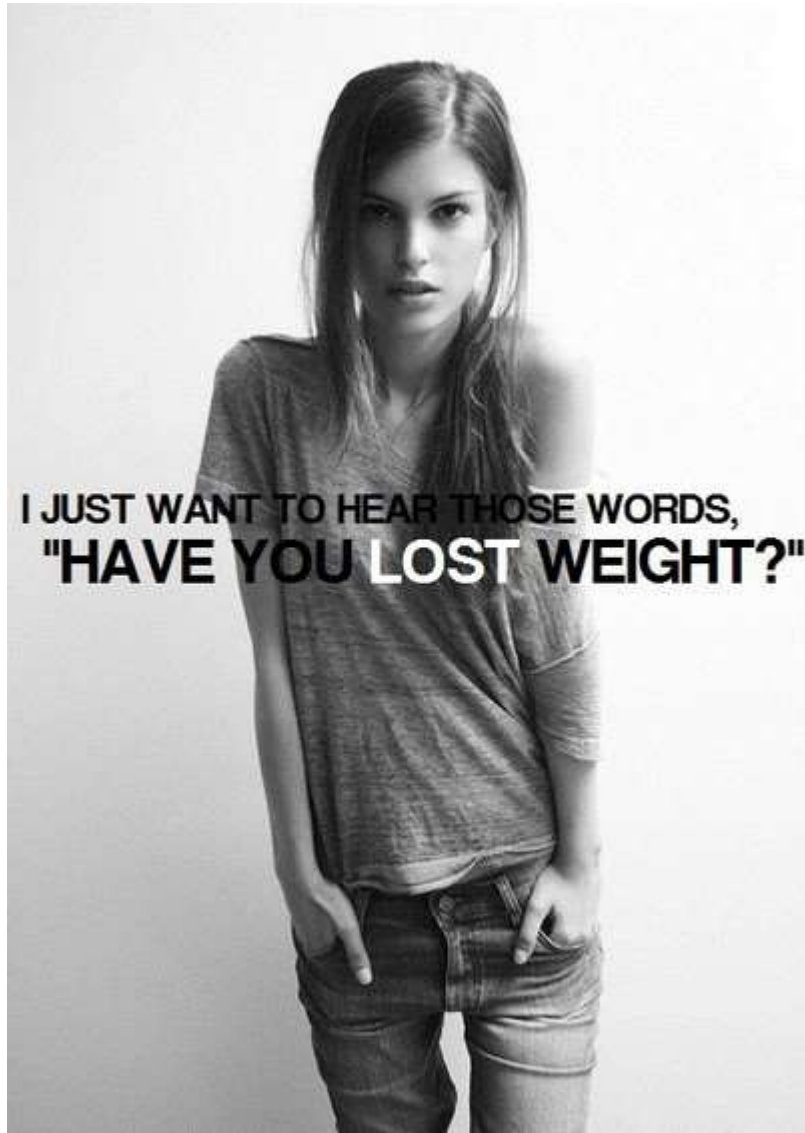


Community Led



Empowerment





gymcraftlaundry.com

5 CLEAN EATING TIPS
for
Busy Beginners

A vertical graphic with a white background. At the top, the URL 'gymcraftlaundry.com' is written in a small, grey, cursive font. Below it is a photograph of a woman with blonde hair, wearing a pink top, sitting at a table. She has a distressed expression, with her hand on her forehead. On the table in front of her is a plate with a sandwich and a bowl of salad. The text '5 CLEAN EATING TIPS' is written in large, bold, red capital letters. Below this, the word 'for' is written in a small, grey, cursive font, followed by 'Busy Beginners' in a larger, black, cursive font. At the bottom of the graphic is a photograph of an open refrigerator filled with fresh produce, including broccoli, cucumbers, bell peppers, eggs, and carrots.



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Strathclyde
Glasgow



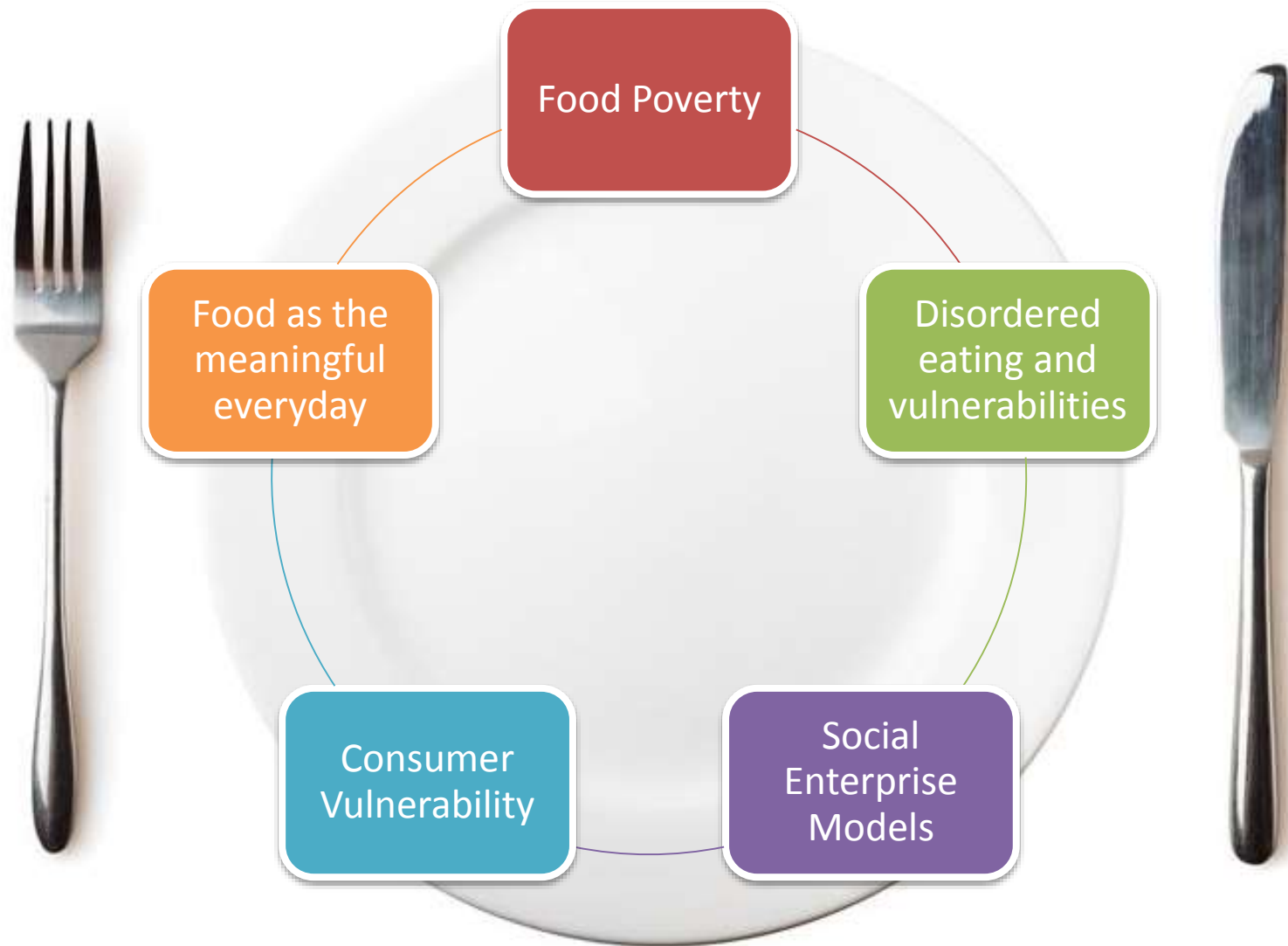
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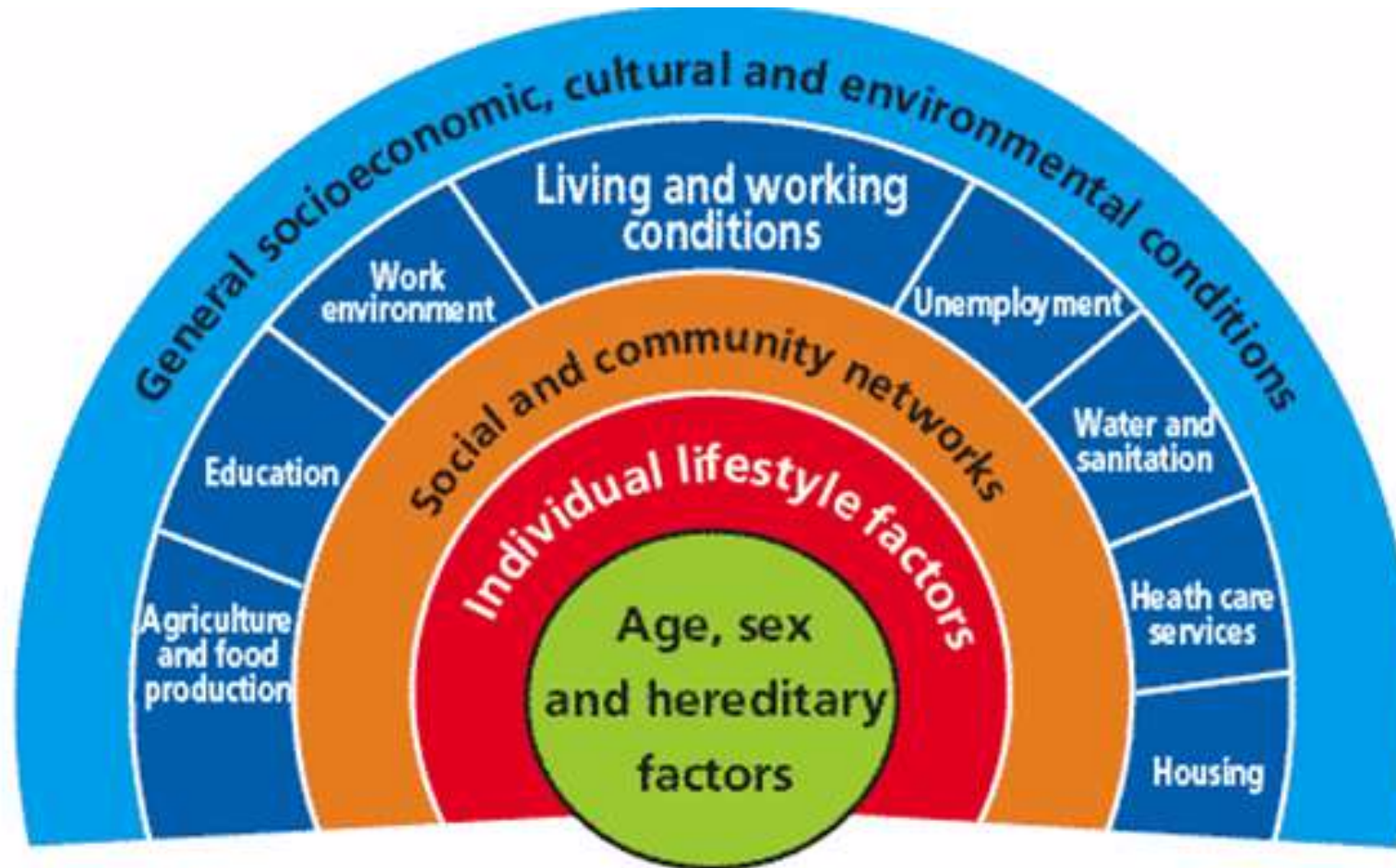
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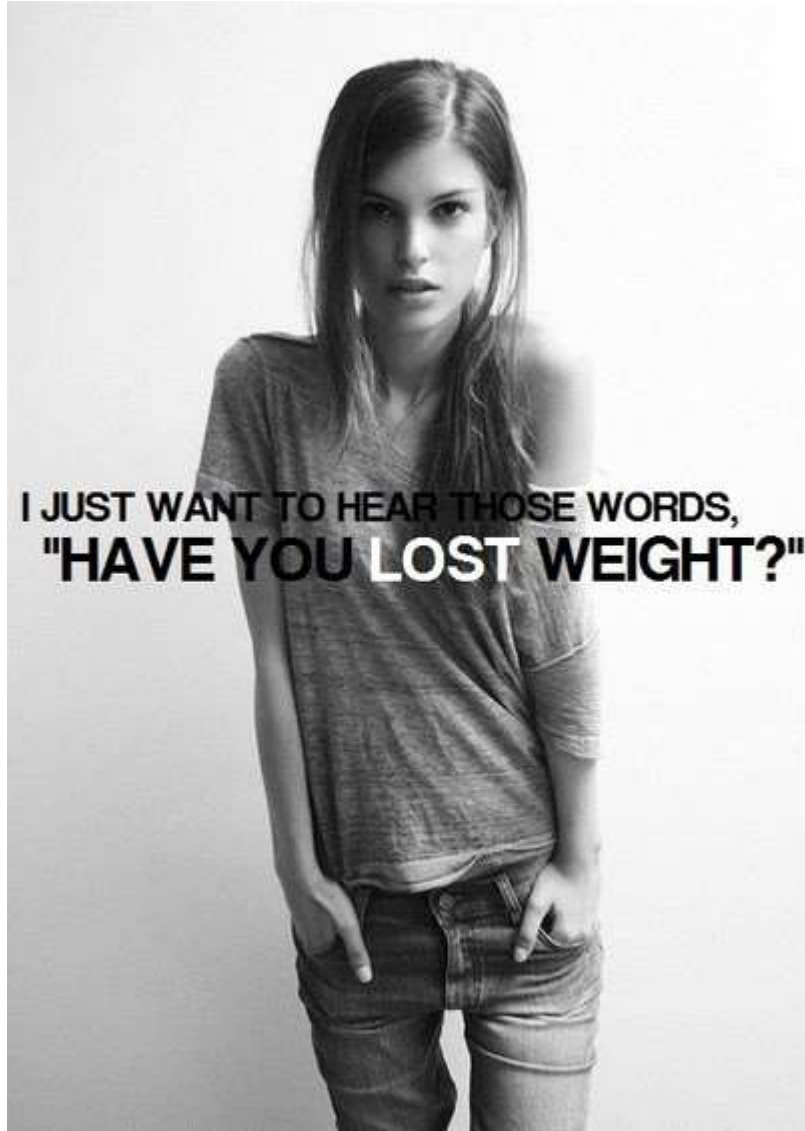


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gymcraftlaundry.com

5 CLEAN EATING TIPS

for
Busy Beginners

The image shows a refrigerator stocked with fresh, healthy food. The top shelf has a butter stick. The second shelf contains broccoli, cucumbers, and bell peppers. The third shelf has several eggs, some with green and blue labels. The bottom shelf is filled with a variety of fruits and vegetables, including lemons, grapes, carrots, and apples.



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