

CRITICAL APPROACHES TO SUPERFOODS

MARCH

21 + 22 + 23

INDIANA UNIVERSITY

The Problem With Solutions

a keynote address by

Dr. Julie Guthman

Professor of Social Sciences, UC Santa Cruz

Thursday, March 21, 5:30pm

Mathers Museum of World Cultures



Friday, March 22

The Ostrom Workshop (513 N. Park Avenue)

9am-12pm

Opening Remarks

Emma McDonell, Indiana University and Richard Wilk, Indiana University

Extractionist Logics: the missing link between functional foods & superfoods
Christy Spackman, University of Arizona

Between Nutritional Gaze & Civic Epistemology: The Promotion of "Living Food Diet" In Taiwan
Shunnan Chiang, University of California, Santa Cruz

The Global Acai Fruit: A Superfood as a Total Social Fact
Eduardo Brondizio, Indiana University

1pm-5pm

"The Queen of Greens" comes to the tropics: Knowledge reproduction & class dynamics in the
Philippine kale industry
Marvin Montefrio, Yale-NUS College

Soybean Derivatives: Situated Risks and Privileges of a Global Superfood and Pharmakon
Serena Stein, Princeton University

Fish Flour and the Historical Contingency of Superfoods
Hannah Leblanc, Stanford University

Having it All: Almonds' Superfood Status and the Subjectivities of a Spatiotemporal Fix
Emily Reisman, University of California, Santa Cruz

Miracle Foods as Boundary Objects: Competing Visions of Quinoa's Potential
Emma McDonell, Indiana University

Saturday, March 23

The Ostrom Workshop (513 N. Park Avenue)

9am-11:30am

Between Food & Medicine: the Cultural Power of Superfoods Among Australian Consumers
Jessica Loyer, University of Adelaide

"The Rooibos Miracle": Redemption, Damnation, and the Politics of "Expertise" in South Africa
Sarah Ives, Stanford University

A Really Good Story Behind It: Stabilizing Moringa Bars as a Superfood
Julie Guthman, University of California, Santa Cruz

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