



Book Review

Naming Food after Places: Food Relocalisation and Knowledge Dynamics in Rural Development

Maria Fonte and Apostolos G. Papadopoulos (eds), 2010

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Scholars' interest towards the relocalization of food as the exploration of the economic, political and social relations that characterize several forms of direct and proximate selling (Higgins et al., 2008) has grown consistently in recent years (e.g. Hinrichs, 2003; DuPuis and Goodman, 2005; Feagan, 2007; Holloway et al., 2007; Little et al., 2009). The book *Naming Food after Places* brings together the results of the research project CORASON (A Cognitive Approach to Rural Sustainable Development: The Dynamic of Expert and Lay Knowledge) aimed at identifying and analysing food relocalization initiatives in selected European rural areas. The overall object of the book is to enrich local food analysis and debate through focusing attention on the characteristics of the networks, the forms of knowledge mobilized by the rural actors and the way they have changed and interacted over time. Starting from the assumption that local food is a privileged domain for the exploration of knowledge dynamics, the analysis is conducted by using a case-study approach and by presenting different models of food relocalization from Ireland, Scotland, Sweden, Germany, Norway, Poland, Italy, Portugal, Spain and Greece.

The core concept that clearly emerges from the different rural experiences is the fact that there are two main perspectives on local food: the reconnection perspective denoting a socio-spatial proximity between producers and consumers, and the origin-of-food perspective, in which the concept of 'localness' is also linked to the specific conditions of production in a territory. As a consequence, the 10 case studies analyzed were grouped following these two diverse agri-food contexts in which the models of local and locality food are recognized (Maye and Ilbery, 2007).

The volume is divided in two main parts. The first part, entitled 'Reinventing Local Food and Local Knowledge', includes Hilary Tovey's research on the controversial concept of local food in Ireland, the case study on knowledge dynamics and the localization of food in the former German Democratic Republic (by Rosemarie Siebert and Luiz Laschewski), the exploration of the production, negotiation and application of different forms of knowledge in a local food system in Scotland (by Lorna Dargan and Edmund Harris) and the debate on how local food production and consumption can be maintained in a modernized agri-food system in Sweden (by Karl Bruckmeier). The second part of the book is concerned with the valorization of local food and local knowledge. It includes: a focus on an agri-food network centred on quality production in Portugal (by Isabel Rodrigo and Josè Ferragolo da Veiga), a chapter on the relevance of origin certification for local food (by Maria Fonte), an analysis on the importance of social networks for a local cheese in Poland

(by Tomasz Adamski and Krzysztof Goralach), the presentation of traditional food case studies of Norway (by Gunn-Turid Kvam), the description of two case studies from Spain (by Almudena Buciega Arèvalo, Javier Esparcia Pèrez and Vicente Ferrer San Antonio) and a final chapter that examines two networks of wine production in Greece (by Apostolos G. Papadopoulos). The conclusions point to the importance of relocalizing knowledge while relocalizing food as there is an abundance of local knowledge in rural areas of Europe that should be recognized, defended and exploited.

This book shows very clearly that, in profoundly different regions of Europe, farmers, producers and consumers cooperate to promote initiatives of the relocalization and valorization of food that could support the sustainability of rural areas. Moreover, it suggests that projects aimed at the place embedding of food offer important opportunities to the knowledge problems of an integrating European society.

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