

INTRODUCTION

The second issue of Volume Ten (2002) brings together papers from international authors from Brazil, the United States of America, Mexico, the United Kingdom and New Zealand. This issue consists of five papers that encapsulate a variety of especially-relevant issues - including the agro-food system, fair trade, globalisation, biotechnology and food safety.

John Wilkinson, in the first paper, argues that the examples of genetically modified organisms (GMOs) and organics call for a critical reappraisal of demand and consumer theory as applied to agro-food studies. There is evidence of 'contested dynamics', with new players emerging in the agro-food system.

Following suite, *Aimee Shreck* focuses upon a case study of a certified banana-producer group and suggests that production for the Fair Trade market can provide much needed material benefits, strengthen producer organizations, and create market access for Fair Trade partners.

María del Carmen Hernández and *Carlos J. Maya* critically evaluate and review globalisation and pork raising in Mexico in light of the challenges of world market integration.

Vivien Walsh argues that past analyses of biotechnology have tended to come from the 'supply side'. In this paper, Vivien examines the demand side, focusing upon GM foods and the creation of what she terms a 'selection environment' in which biotechnological innovations are examined and ultimately approved/rejected.

Finally, *Megan McKenna* and *Hugh Campbell* review various attempts by New Zealand's apple industry to address the issue of 'food safety' and 'global market protection' in the fresh fruit and vegetables complex. Green food discourses – along with deregulation – have helped to shape regulation, production and bio-politics.

We take this opportunity to welcome and congratulate Manuel Belo Moreira as President, and Wynne Wright as Secretary Treasurer of RC-40, and also welcome the new executive committee members: Farshad Araghi; Salete Barbosa Cavalcanti; Mara Miele; and Yoshimitsu Taniguchi.

This issue of the *International Journal of Sociology of Agriculture and Food* is the second electronic edition of the journal (see <http://www.acs.ryerson.ca/~isarc40/>). Our sincere thanks are extended to: Janet Grice for her involvement in the production and publication of IJSAF; Marie-Christine Renard for kindly translating the author's abstracts into Spanish; Wynne Wright and Doug Constance for guest editing Aimee Shreck's paper which appears in this issue; and finally, to the authors for producing and maintaining insightful and critical debate in the sociology of agriculture and food.

Editorial Collective: Amy Cutter-Mackenzie (Editorial Assistant) and Co-Editors Farshad Araghi, David Burch and Geoffrey Lawrence