



ROUTLEDGE  
HANDBOOKS



# The Routledge Handbook of Sustainable Food and Gastronomy

Edited by Philip Sloan, Willy Legrand and Clare Hindley

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# THE ROUTLEDGE HANDBOOK OF SUSTAINABLE FOOD AND GASTRONOMY

The issues surrounding the provision, preparation and development of food products are fundamental to every human being on the planet. Given the scarcity of agricultural land, environmental pollution, climate change and the exponential growth of the world's population where starvation and obesity are both widespread, it is little wonder that exploring the frontiers of food is now a major focus for researchers and practitioners.

This timely Handbook provides a systematic guide to the current state of knowledge on sustainable food. The volume begins by examining the anthropology of food and then discusses various local food initiatives in the form of case studies, examines sustainable food trends and movements and explores current and future food science innovations. It continues with a section on social entrepreneurship in food and gastronomy with a thorough discussion on the concept of sustainable restaurant systems. Finally, it concludes by exploring the ties between food and tourism, discussing the linkages between food security and a sustainable food system. Developed from specifically commissioned original contributions, the *Handbook's* inherent multidisciplinary approach paves the way for deeper understanding of all aspects linked to the evolution of food in society, including insights into local food, food and tourism, organic food, indigenous and traditional food, sustainable restaurant practices, consumption patterns and sourcing.

This book is essential reading for students, researchers and academics interested in the possibilities of sustainable forms of gastronomy and gastronomy's contribution to sustainable development.

The title includes a foreword written by Roberto Flore, head chef at the Nordic Food Lab, Copenhagen, Denmark.

**Philip Sloan** is one of the founding members of the Department of Hospitality Management at the IUBH in Bonn, Germany. He holds a Master's degree in Environmental Management, an MBA and has a long list of peer-reviewed scientific journal articles covering various aspects of sustainability in hospitality to his credit. Philip teaches culinary arts in addition to lecturing on a variety of hospitality subjects.

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*'The Routledge Handbook of Sustainable Food and Gastronomy* is an extremely comprehensive and informative overview of a full range of food issues, beautifully updated with the last critical developments in the field. Anyone who wants to start food related projects or research effort could find inspiration here. Global food crisis, the importance of grassroot food movements and the emerging insect gastronomy, just to give a taste.'

*Anne-Mette Hjalager, Professor, Head of Centre, Danish Centre for Rural Research,  
University of Southern Denmark*

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*Edited by Philip Sloan, Willy Legrand and  
Clare Hindley*

*Preface by Roberto Flore, Nordic Food Lab*

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# FOREWORD

Andiamo a mangiare aqualcosa  
Let's go eat something!

We say this phrase all the time, but often without considering what we really mean. That indefinite 'something' reveals a lot about our current relationship with food. The overabundance of food choices growing through industrialization and globalization makes us think our needs are met. But actually, this thoughtless feeding has alienated us from what, for most of human history, has been an object of sacredness and deep respect. Food has lost its value, and we are forgetting ours.

How many times in our lives have food or drink been a key part of a gathering, and how many times have they contributed to making it special? How many times in our lives have we booked a table in a restaurant, not only out of a need to quench our thirst and sate our hunger? In these ways, our daily choices develop into a larger system of values, a universe of hospitality, which informs how we nourish ourselves and each other and the earth that sustains us.

The concept of global sustainability started to be developed in the 1970s, largely in response to the overconsumption of natural resources. It took another 20 years, however, for a broader vision of sustainable development to arise in many other areas of society, including those surrounding food. The pioneers of this movement inspired new ways of thinking, introducing progressive ideas such as food sovereignty and the right to healthy food to the public agenda.

The fervour fuelled by these movements, and further taken up by the scientific community and the media, has helped to spread awareness of many vital issues related to our food systems. These affect everyone – building robust local economies, revalorizing the landscape and improving animal welfare, among other things. All of these topics are interconnected, and are unavoidable when we speak of food and sustainability in the world today.

Yet there are examples of solutions to these complex problems all around us. When we look to communities where food and gastronomy and hospitality have value, it becomes clear how food functions as a social glue, holding these communities together and maintaining the delicate balance of ecology, history, economy and culture that is the foundation of true sustainability. Engaging with these diverse communities and their particular qualities and needs is thus of great importance if we want to be able to investigate food in any meaningful way.

As a chef, I notice how the exploration of these interconnections from different perspectives has been changing how many of us interact with the wider food world. More and more of us are directing our focus to our immediate local surroundings, drawing inspiration from our specific place and time. We are discovering and rediscovering our unique and diverse histories, shaping our own gastronomic identities through cooking in the context of our larger environments.

Nevertheless, despite this growing environmental awareness in cooking, the persistence of many other problems such as job insecurity, insufficient salaries, extreme commodification, food waste and the devaluation of living an agricultural life are signs that our current approach to sustainability is fundamentally incomplete. One of the most powerful aspects of this manual is that it makes us confront the paradox of ‘unsustainable sustainability’, a narrow model that only takes environmental factors into account. This handbook stimulates us to re-envision the role of food and gastronomy in creating a more holistic model of truly sustainable development for humanity and the planet. It offers examples of best practices for how to engage with such diverse realities, and creates part of the necessary foundation for more sustainable gastronomy. The wide-angle approach adopted by the authors and editors provides us with a broad perspective of the different actors involved and these many intricate connections between people, food, and the environment. In short, it is an essential working tool for those who wish to acquire a deeper knowledge of this complex subject.

I am proud to recommend this book in the hope of helping to grow the emerging global gastronomic revolution. This revolution must be supported by knowledgeable people who work in synergy across many different areas of food and its systems, developing new standards and strategies towards a world where the only hunger that persists is that for knowledge.

*Roberto Flore*  
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Philip Sloan is one of the founding members of the lecturing team that started the Department of Hospitality Management at the IUBH in Bonn, Germany, in September 2000. Philip's earlier career was in the management of London hotels before creating his own small chain of organic restaurants in England and then in Strasbourg, France, where he is now based. He holds a Master's degree in Environmental Management, an MBA and has a long list of peer-reviewed scientific journal articles to his credit. In addition to teaching Sustainable Hospitality Management Studies, he is a passionate environmental entrepreneur and is currently working on various sustainable food projects in addition to running a small organic vineyard with co-writer Willy Legrand on the university campus.

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# INTRODUCTION

Throughout the history of human development, food has always had special significance. Those societies and people who did not eat well tended not to prosper and disappeared early in their development. Good food is a critical factor in physical well-being, a major source of pleasure but also worry and stress, a major concern for governments and the single greatest category of expenditures. Hunger, from time immemorial, has always been the source of mankind's energies for the doing of good and bad, the reason for its advance, the origin of its conflicts and the fuel of its labours. The practice of hunting and gathering, the discovery of farming cereals, the science of stock breeding, the consumption of salt, sugar, spices and potatoes from far-off places, have all in turn shaken the known world to its foundations. Civilizations have been built on food, empires have done battle for it, crimes have been committed, laws have been made and knowledge has been exchanged. Now, because of severe heat waves, depleting water tables, crops such as maize and sugar beet being diverted from human consumption to produce fuel plus a growing and in places more carnivorous population, food is once again at the top of the political agenda and source of conflict.

Directly and indirectly the food we eat has serious environmental impacts and produces greenhouse gas emissions. The Brazilian savannah is being destroyed faster than the Amazon rainforest because of the soya produced to feed the animals we eat. In Borneo, ancient tropical forests are being felled to provide palm oil for our confectionery and low-fat spreads. Daily reports of rising food prices, not to mention civil unrest arising from food insecurity, have the net result that what we eat matters more than ever before. In the West, a doubling of grain prices means a few extra coppers on the price of a loaf of bread; for a peasant family in Somalia, this increase can mean surviving on a couple of bowls of rice each day or not. Taking personal responsibility for our eating habits and understanding as much as possible about the food we eat is a matter of urgency. The demand for nutritious food, without causing additional resource depletion and damage on our planet, is increasing. Population growth in less developed countries often coincides with more poorly nourished people.

The present food production, supply and consumption system does not generally fit present and future human needs. It is unable to feed everybody correctly and relies on high fossil energy use, chemicals and energy inputs, long-distance transport, low-cost human work and cultural loss. Fortunately researchers are producing innovative strategies that measure and promote sustainable food systems, as well as fully understanding the role of agricultural

biodiversity in human health and nutrition. The understanding of sustainable food systems is as relevant to the challenges of under-nutrition as it is to dietary transition and nutrition-related chronic diseases linked closely to overweight and obesity. With a greater emphasis on food systems that embrace the sustainability concept, it is possible that nutritional and livelihood benefits for small farmers, food manufacturers and consumers across the globe will be made.

Since all of us have had an intimate familiarity with food, usually on a daily basis, throughout life, it is perhaps why it makes all of us feel qualified to evaluate and discuss issues that surround it. There are few topics that elicit more emotional responses and on which people have stronger opinions than food. In the West, we are all interested in food and health-related issues and nearly everyone admits having given at least some thought to the healthy balance of their diet, physical activity and the safety of food. Media reports constantly highlight concern over the ‘obesity epidemic’ and the seemingly contradictory news stories that promote and condemn various nutrients. Food fads come and go, the Western consumer is in a constant quest for the most exotic, tastiest, most beneficial, cheapest and trendiest new product. Counting calories is the currency of purchasing decisions, dietary components (such as whole grains, fibre, sugars, salt and fat) is the language of over-the-counter exchange; weight management, stress reduction and unclogged arteries is the nutritional aim.

It took exploration and colonization – that resulted latterly in pollution and resource depletion – of half of the planet by the other half to create a kind of nutritional standardization to be gradually imposed. In general, the evolution of food has been in the direction of Western customs (white bread made from imported wheat has replaced local starchy food crops in many emerging economies). Dietary adaptations tend to be imposed in the same way as TV soaps and automobiles. Again, the call for reconnecting with traditions, local foodstuffs and real needs can be heard. For our ancestors and indeed for more than a billion people around the world today obtaining sufficient food, and often drinking water, to maintain life was and is a constant battle. For the first time in history, malnutrition and overeating are evident in the same countries and even the same families. The telling of the story of the Western diet has tones of gluttony which the Oxford English Dictionary defines as ‘habitual greed or excess in eating’. Gluttony is a mutation: an aberration of a need that ends up by taking over from our desire to simply satiate our appetites. Could it not be that the Western consumer needs to reconnect with their bodies to discover its real needs? Surely, a more reasonable attitude to the food we consume and the food waste we produce would in effect result in a slightly larger bowl of rice for the world’s starving?

Despite our obsession with food, Western households appear to be losing the cooking skills their grandmothers held dear. In an age of specialization, preparing food is perceived as time-consuming and requiring years of training. One wonders if the widely heard mantra, ‘I just don’t have the time to cook’, is true. Common culinary wisdom seems to have been relegated to the top drawer of history; those green beans and big red strawberries on the supermarket shelves in February look so normal, it is just so much easier to pop over the road and fetch yet another juicy, fat drenched hamburger. Is preparing a plate of curly kale with grilled sardines and garlic butter that difficult? Would replacing the amount of chicken we put in our curries with tofu or chick peas destroy the taste? The answer is of course no, and being more food independent is good for the planet, the body and the soul. Not only are we wasteful and throw away much of the food we purchase but we have stopped understanding ingredients and now rely on far less variety throughout the year. We are dependent on imports and a lack of understanding of how to cook the very ingredients that would help reduce the negative impacts on our planet.



The history and development of food relates to the human sciences (ethnology, sociology, history, medicine), to environmental analysis (geography, climatology, botany, agronomics) and to the economy. In this book, historians and sociologists show how local culinary traditions appeal to gastronomy tourists and people discovering new identities. Ethnologists examine how eating habits have developed and nutritionists show how diet can affect body and mind. Geographers map the underlying influences on what societies grow and consume, botanists lead us through the world of little-known edible plant species and agronomists explain new ways to grow crops.

Food and drink are, of course, the building blocks of gastronomy, which also has elements of philosophy and art: 'the art and science of delicate eating' as first coined by the French poet Joseph Berchoux in 1801. Historically and etymologically, gastronomy relates to advice and guidance on what to eat and drink where, when, in what manner, in which combinations. Gastronomy can, in some circles, become a kind of religion for many with its own places of worship, its pontiffs such as Escoffier and Brillat-Savarin and its sacred scriptures in the form of multiple cookery blogs and cookery shelves in bookshops. In English-speaking culture the connections between the *corde bleu*, Escoffier, gastronomy-cuisine and Frenchness are invariably made. Connections of taste with elitism are as true today as in the early nineteenth century. At this time the restaurant became a setting for the generation of new cultural forms and political engagement. As in the past, restaurateurs and chefs have the power to change opinions and have highly influential roles to play in shaping the gastronomic desires of society to a more sustainable future.

In this book, educators explore the progress restaurants have made in shifting the public desire to more healthy and equitable forms of gastronomy. Food commentators explain how vegetarian and vegan movements echo the culinary habits of our ancestors and how the Slow Food movement can best be described as a return to local food traditions using local ingredients.

Lastly, food scientists and restaurateurs bring to our plates heirloom vegetables and insect gastronomy, and report on progress in the development of new vegetable proteins. The era of a more sustainable gastronomy is upon us.

The editors, October 2014

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Finally, we are grateful to our families and friends for their support, patience and encouragement.

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**Thomas Berron** was born in Germany in 1986. He was diagnosed with wheat intolerance in 2001 and completed a farming apprenticeship with one of the most prestigious organic farms in Germany, the Herrmannsdorfer Landwerkstätten ([www.herrmannsdorfer.de](http://www.herrmannsdorfer.de)). 'Tommi' went on to study Retail and Wholesale Management at the European University of Applied Sciences EUFH. This cooperative programme was completed in collaboration with EDEKA ([www.edeka.de](http://www.edeka.de)), Germany's largest food retailer. This hands-on education included an apprenticeship as a merchant in wholesale and foreign trade. With one university and two apprenticeship degrees as well as a total of five years in the food industry, Tommi felt he had a basic understanding of how food went from farm to fork. Fascinated by the community-supported agriculture (CSA) concept, Tommi made his way to Fingal, Australia, to contribute to setting up a CSA on a family farm called Transition Farm ([www.transitionfarm.com](http://www.transitionfarm.com)) for three months, gaining first-hand experience in launching a CSA venture. In June 2012, Tommi returned to Germany where he joined the Kartoffelkombinat and the Sigi Klein Farm where he has been working ever since. [Tommi@kartoffelkombinat.de](mailto:Tommi@kartoffelkombinat.de)

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**Amy Burns** gained her doctorate in the School of Biomedical Sciences at Ulster and now is a lecturer in Consumer Studies at the Ulster Business School. She has published in a variety of prestigious peer-reviewed scientific journals, and she published a monograph entitled *Controlling Appetite* in 2009. Amy has considerable experience of working with private companies in Northern Ireland, making use of Invest NI Innovation Vouchers to conduct research that has enabled these companies to make improvements in production, promotion, market estimation and sales. Her particular areas of expertise include nutritional evaluation, new food product development and the sensory evaluation of food and drink products.

**Clare Carruthers** is a lecturer in tourism and marketing in the Department of Hospitality and Tourism Management, University of Ulster. Clare attained her Master's degree in Tourism from the University of Strathclyde in 1998 and has worked in the higher education sector since then, teaching and researching in the areas of tourism and marketing. Clare teaches across a range of modules and levels at both undergraduate and postgraduate level in the areas of festivals and cultural tourism, cultural policy, services marketing and tourism environments. Clare's doctoral thesis compared the development of cultural tourism in four UK cities and developed a comprehensive model of post-industrial urban cultural tourism development in the UK. Her current research interests include tourism destination marketing, sustainable tourism, social enterprises in tourism and the relationship between tourism and gastronomy. She also undertakes research and has published in the area of culture-led regeneration of post-industrial cities, the role of the European City of Culture in urban tourism and urban tourism destination marketing. In addition Clare is engaged with academic enterprise and consultancy work with external agencies involved in tourism development and marketing in Northern Ireland and the Republic of Ireland.

**Elena Cavagnaro** was born in 1963 in Rome (Italy). She holds a Master's degree from the University of Rome 'La Sapienza' and a PhD from the Vrije Universiteit in Amsterdam. In 1997 she joined Stenden University of Applied Sciences (the Netherlands) as lecturer in Business Ethics. In 2004 she became Stenden professor in Service Studies. In this role, she has consulted several organizations in sectors such as hospitality, retail and health care on sustainability strategy and implementation. She is visiting professor at the University of Derby (UK). She has published extensively on sustainability in the service industry. Following her understanding of sustainability as a multidimensional and multilayered concept, her research focuses on issues that run across and connect the social, organizational and individual layer of sustainability. In 2012, Greenleaf published her major work on sustainability, co-authored with George Curiel, under the title *The Three Levels of Sustainability*.

**Chan Weng San** graduated from the Institute for Tourism Studies, Macao, majoring in Tourism Business Management.

**Gaurav Chawla** is currently working as programme leader for BA (Hons) programmes at the Swiss Hotel Management School, Leysin. His hospitality journey started with undergraduate studies at the Institute of Hotel Management, Mumbai. Thereafter, he worked for the Taj group of hotels in Mumbai before moving to Scotland to pursue his Master's in Hospitality Management from Edinburgh Napier University. His research areas include sustainability, CSR and lifelong learning in higher education.

**Christina Ciambriello** is interested in the processes by which plants and animals become foods for human consumption. A primary focus of her work concentrating on food systems, is to build awareness in her local urban environment of how food is grown and produced through physical manifestations – gardens, composting sites, apiaries, etc. – demonstrating these practices. She is a graduate of the Food Studies MA programme at New York University and is a certified master composter for the City of New York.

**Paul Cleave**, a freelance researcher and lecturer, has a background in tourism and hospitality, and has been writing on food and tourism for more than 20 years. His long-term interest in the social history of food, tourism and leisure has resulted in contributions to educational

projects with the National Trust and the use of oral histories in community support groups. This dates from the 1992 World Wildlife Summit Conference in Rio, and Paul's contribution to *Beyond the Green Horizon* (1992). Recent publications include chapters in four textbooks. At present, his research at the University of Exeter mainly focuses on the social history of twentieth-century tourism in the United Kingdom, the evolving relationships between food and tourism, and narratives of tourism.

**Sandra J. Cooper** is a senior lecturer in Culinary Arts and International Hospitality Management at the University of Derby. She is also the faculty learning and teaching advisor. Having completed her professional training at Westminster College Hotel School in London, she has held numerous management positions in the school meal services and contract catering operations, working latterly as area manager and trainer for Sutcliffe Catering and Granada gaining more than 15 years of valuable industry experience in the south of England. Sandra moved from the New Forest to the Peak District to join the University of Derby to coordinate a work-based learning programme supporting collaborative partners delivering FdA in Spa. Alongside her current teaching on a variety of modules in Culinary Arts and International Hospitality Management, she also module leads on nutrition and spa cuisine on the Spa degree programmes. Sandra has a BA in Work-based Learning in Higher Education, an MA in Education, is a senior fellow of the HEA and a member of the Institute of Hospitality.

**Clémence Cornuz** holds an MA in English literature and is a scientific collaborator at Ecole hôtelière de Lausanne (EHL). A member of the Food and Beverage Industry Chair, she is in charge of academic communication and edits the Chair's publications. Clémence also contributes significantly to the literature research for each of the F&B Chair projects.

**Christine Demen Meier**, PhD, is associate professor of Entrepreneurship and Marketing at Ecole hôtelière de Lausanne (EHL). She is also head of the Innovation and Entrepreneurship Department and, since September 2010, holder of the Food and Beverage Industry Chair. Before joining EHL, in 1999, Christine managed and owned several businesses in the hospitality industry. She is currently chair of the Bon Rivage Hotel board of directors (Vaud, Switzerland).

**Justine de Valicourt** received a BSc in biomedical sciences with a minor in nutrition from Université de Montréal in 2007 and carried on with training in the high-culinary arts from the prestigious Institut de Tourisme et d'Hôtellerie du Québec. She finished top of her promotion and first of the national San Pelligrino Almost Famous Chef Competition. In 2010, she received the prestigious Ferran Adria International Fellowship to discover the Catalan culinary traditions and to work with the world leaders of avant-garde gastronomy at El Celler de Can Roca and El Bulli. In 2011–2012, she explored farm-to-table gastronomical options thanks to a Relais et Châteaux Fellowship that brought her to Falsled Kro, Denmark; De Librije, the Netherlands; and Michel and Sébastien Bras, France, at the end of which she spent a couple of months at Alicia Foundation, Spain, a gastronomy and science research institute, to perfect her molecular gastronomy demonstration skills. In 2013, she taught a course at Duke University, USA, about the physics and chemistry of cooking. From May 2013 to April 2014, she worked as a researcher in the Nordic Food Lab in Copenhagen.

**Carolyn Dimitri** is an applied economist with expertise in food systems. An associate professor in the Department of Nutrition, Food Studies and Public Health at New York

University, her current research focuses on urban agriculture, food access in urban areas and the political economies of the National Organic Standard. Prior to joining the NYU faculty, she spent 12 years as an economist with USDA's Economic Research Service, where she gained national recognition for her work on marketing organic food products. She has led numerous large research projects on different aspects of the food system. These projects include a national study of urban farming; an analysis of the manufacture and distribution of organic food products; an assessment of retailing organic food products; and the use of local food in Maryland Schools. She earned her doctorate at the University of Maryland, College Park.

**Gary Elliott** is a lecturer in Wines and Spirits within the Department of Hospitality and Tourism Management, University of Ulster. Gary teaches across a range of modules and levels at both undergraduate and postgraduate level in the area of food and beverage with a keen interest in food/wine tourism and, naturally, wine and spirit studies. Gary delivers a range of WSET (Wine and Spirit Educational Trust) courses both in-house and for the wider licensed trade in Northern Ireland. Gary has contributed many wine articles to the various trade magazines in Northern Ireland. His current research interests include wine tourism, food tourism and wine consumerism.

**Mehmet Ergul**, PhD, is associate professor at San Francisco State University. He earned his PhD from Texas Tech University and has international food and beverage experience in his native Turkey and the USA. His research interests include consumer behaviour, new food product development and entrepreneurship. Mehmet has also completed the USDC-NMFS HACCP Seafood Inspection Certificate programme.

**Josh Evans** is a lead researcher and project manager researcher with the Nordic Food Lab in Copenhagen, Denmark. He took his Bachelor's degree at Yale University where he studied Literature, Philosophy and Food Systems, and worked with the Yale Sustainable Food Project. While writing his Bachelor's thesis on the co-evolutionary issues of European legislation for Protected Designations of Origins of food products, he became interested in microbiota as key mediators between food, people and the environment. At the Lab, he is currently working on insects, Pu-erh style teas and koji and is involved in writing projects. He plans to work with the Lab a while longer, then return to graduate school to pursue his interest in food ethnomicrobiology and history and philosophy of science. He also keeps a blog around food, learning and travel at [hearthstrung.wordpress.com](http://hearthstrung.wordpress.com).

**Sonia Ferrari** has been associate professor of Tourism Marketing and Place Marketing at the University of Calabria, Italy, since 2005. She has been a researcher in the same university since 1993. She has also taught Management, Service Management, Event Marketing, Marketing of Museums and Tourism Management at the University of Calabria. At the same university she has been president of the Tourism Science Degree Course and president of the Valorizzazione dei Sistemi Turistico Culturali Degree Course since 2007. Her main fields of study and research are: quality in services (also in tourism), tourism marketing, place marketing, event marketing and wellness.

**Roberto Flore** encountered the world of cooking as a child when he was enlisted to help his grandmother in the kitchen. These moments – etched into his memory – have shaped his culinary style and holistic food vision. In a quest to understand the origins of food he obtained

his diploma in Management of Marine Parks, Forests and Nature Reserves. After a variety of culinary experiences, he worked at the Four Seasons Milan as a chef de partie. Roberto continued to travel, gaining a wealth of experience. Then, in 2009 he returned to Sardinia to work as a chef. During this period he worked closely with well-known Sardinian producers in order to offer a wide array of local products. In 2013 he gained recognition for his regional cuisine. He also represented Sardinia five times on Italian national television on *La Prova del Cuoco* and competed in the final in May 2014. In 2013 he also completed a stage at *Metamorfosi*, a one-star Michelin restaurant in Rome. Roberto has collaborated with other international chefs and has exported his signature cuisine around the world. The most predominant feature of Roberto's cuisine is his use of wild herbs, which he collects himself. Now, aged 31 he is the new head chef of the Nordic Food Lab in Copenhagen, Denmark.

**Alissa Folendorf** is an undergraduate student at San Francisco State University, where she is majoring in Anthropology. After her undergraduate study she will continue her education in a Master's programme in the field of Food Studies. Her research interests include nutritional anthropology and the influence of food culture in social, economic, cultural and psychological aspects. In her free time she volunteers in the edible classrooms of public schools and tends to her garden.

**Corazon F. Gatchalian** is a professor of Hospitality Management and former chair of the Department of Hotel, Restaurant and Institution Management, University of the Philippines (UP), where she currently serves as professorial lecturer. She was founding director of UP's Office of Extension Coordination and, for six years, participated in conceptualizing and was responsible for overseeing and coordinating programs and projects involving faculty members of UP and international academic institutions with formal linkages with the university. Corazon served as president of the Asia Pacific Tourism Association (APTA) in 2001 and was an active APTA board member for several years. She was associate editor of the *Asia Pacific Journal of Tourism Research*, an international research publication of APTA. She was president of the Council of Hotel and Restaurant Educators of the Philippines from 2009 to 2010, and for two years, served as member of the Technical Panel for Hotel and Restaurant Management and Tourism, under the Commission on Higher Education in the Philippines. Corazon is a recipient of the outstanding professional achievement award in the field of food service, given by the University of the Philippines Alumni Association. She was also recognized as an outstanding nutritionist dietician by the Nutritionist Dieticians' Association of the Philippines in 2002. Her research interests are in the field of food safety and food service management/entrepreneurship, on which topics she has presented papers in various international conferences. coragatch3@gmail.com

**Pavlos Georgiadis** is a graduate of the University of Edinburgh with a BSc in Biological Sciences/Plant Science and an MSc in Biodiversity and Taxonomy of Plants achieved in the Royal Botanic Garden Edinburgh. He moved to the University of Hohenheim in Stuttgart, for a second MSc in Environmental Protection and Food Production, and is now completing his doctoral studies in the Social Sciences of the Agricultural Sector.

**Monica Gili** is assistant professor at the University of Milano-Bicocca, where she teaches Sociology of Territory and Tourism. Her research interests are tourism as a factor in urban regeneration and local development, cultural and heritage tourism, museums, the relationship between tourism and identity construction, landscape and sustainability. Her publications



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