

The (New) Borders of Consumption

Milburn House at the Institute of Advanced Study
University of Warwick
29th – 30th May 2009

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1:00 – 2:30

Registration/Lunch

2:30 – 5:00

Session 1: Ethics and Aesthetics as Marketing Strategies

Chair: **Jorge Larson GUERRA** (Connabio, Mexico)

Alexandra HUGHES (Newcastle University, UK): Transnational Retailers and the Management of Responsible Consumption

Mara MIELE (Cardiff University, UK): Organic Chicken: *The Taste of Happiness*

Dwijen RANGNEKAR (Warwick University, UK): Making Place: Narratives on Locating Geographical Indications

Comments and Discussion: **Michael K. GOODMAN** (Kings College, UK)

6:30

Reception/Dinner at Scarman House

30th May 2009

09:30 – 10:00

Tea/Coffee

10:00 – 12:30

Session 2: 'Caring at a Distance' in a Globalised World

Chair: **James HARRISON** (Warwick University, UK)

Gilles ALLAIRE (Institut National de la Recherche Agronomique, France): Shaping caring standards for food

Stefano PONTE (Danish Institute for International Studies, Denmark): Bono's Product (RED) initiative: 'Causumerism' that saves the lives of distant others

Andrew WALTON (Warwick University, UK): Fair Trade & Moral Conventions

Comments and Discussion: **Moya Kneafsey** (Coventry University, UK)

12:30 – 2:00

Lunch

2:00 – 4:00

Session 3: Social Movements of Consumption

Chair: **Wyn GRANT** (Warwick University, UK)

John WILKINSON (Rural Federal University of Rio de Janeiro, Brazil): tba

Ana G. Valenzuela ZAPATA (University of Ghent, Belgium): Tequila lessons: designing methods for evaluating sustainability in GI cases

Comments and Discussion: **Caroline WRIGHT** (Warwick University)

4:00 – 4:30

Tea/Coffee

4:30 – 6:00

Session 4: Final Session

Chair: **Dwijen Rangnekar** (Warwick University, UK)

David GOODMAN (UC Santa Cruz, USA)

Philip CRANG (Royal Holloway, University of London, UK)

Thanks and next steps (discussion of publication plans)

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