

## Exploring values-based modes of production and consumption in the corporate food regime

The current agricultural and food system is dominated by transnational corporations that are based on competition, economic growth and the maximization of profits. This corporate food regime is contested by social movements and producers, which are often locally based and aim for a more sustainable production based on values such as solidarity or trust. In our research project, funded by the Austrian Science Fund, we investigate small- and mid-scale initiatives that we understand as values-based modes of production and consumption (VBMPC). Two concrete examples of investigation are community supported agriculture (CSA) and regional food chains. We are interested in the question to what extent these small- and mid-scale bottom-up initiatives have the potential to change the corporate food regime (i.e. the dominant value chains in food production).

Our key aim is to analyze small- and mid-scale initiatives and how they work to change corporate power and the state in relation to the corporate food regime. The project (1) develops a common theoretical framework how to understand these values-based initiatives (respectively local food systems) combining, and thus refining food regime theory with other theoretical approaches that encompass state theory, social capital and territoriality (see figure 1). This allows us to examine the initiatives on a local scale but at the same time embeds them in the broader national and global debate. Further, we consider shared values among producers, processors and consumers and their institutionally embeddedness on the local, the national and the global scale.

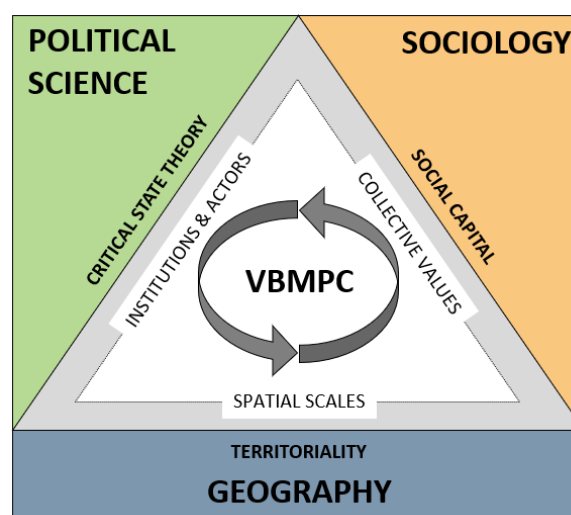


Figure 1: Interdisciplinary conceptual framework (ICF) for analysing VBMPC

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