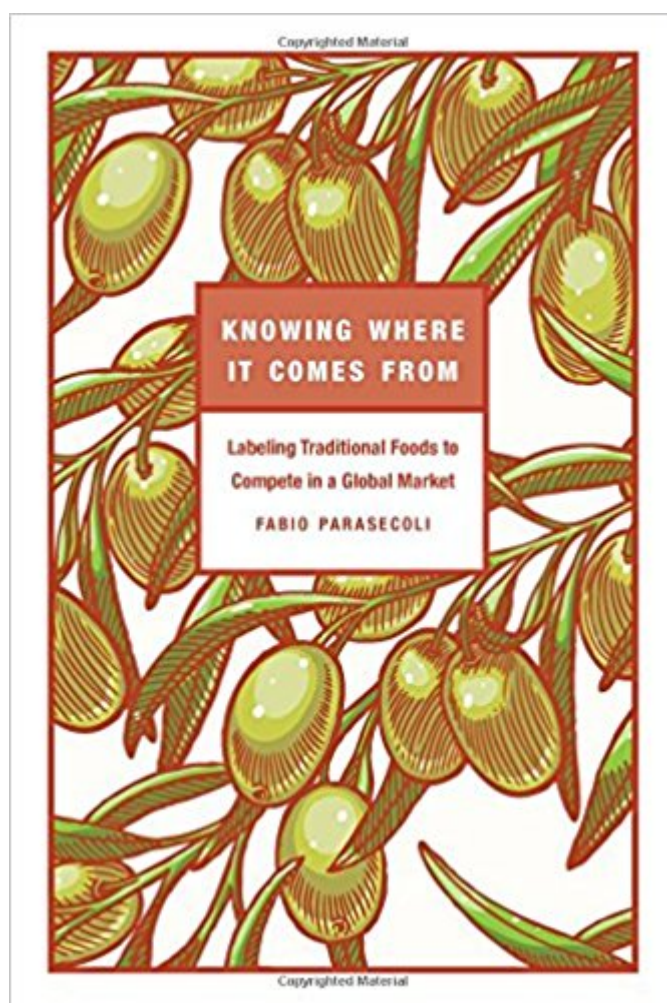


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Knowing Where It Comes From: Labeling Traditional Foods To Compete In A Global Market



Synopsis

Offering the first broadly comparative analysis of place-based labeling and marketing systems, *Knowing Where It Comes From* examines the way claims about the origins and meanings of traditional foods get made around the world, from Italy and France to Costa Rica and Thailand. It also highlights the implications of different systems for both producers and consumers. Labeling regimes have moved beyond intellectual property to embrace community-based protections, intangible cultural heritage, cultural landscapes, and indigenous knowledge. Reflecting a rich array of juridical, regulatory, and activist perspectives, these approaches seek to level the playing field on which food producers and consumers interact.

Book Information

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Customer Reviews

“This is a definitive account of place-based food labeling. Whether comparing the legal terms of European protected designations of origin versus U.S. trademarks or detailing the cultural imaginaries of Slow Food’s Arc of Taste, Parasecoli is a savvy guide to the political intricacies and social consequences of geographical indications.” • (Heather Paxson, author, *The Life of Cheese: Crafting Food and Value in America*) “This lucid investigation of place-based food and drink labels lays out the intersection of trade networks and intellectual property regimes over the past century and provides important new insights. The legal and political engagements with these labels have complex, contradictory, and inconsistent consequences, thus providing a crucial cautionary tale to both producers and consumers.” • (Amy B. Trubek, author, *The Taste of Place: A Cultural Journey into Terroir*) “This book demonstrates the global importance of place-based

labels in contemporary food culture, fusing issues of development, heritage, and food security along the way. I particularly found Parasecoli an expert guide through the complex trade agreements, legal codes, and practical considerations that make *place*™ matter for the future of food. • (Michaela DeSoucey, author, *Contested Tastes: Foie Gras and the Politics of Food*) • *Knowing Where It Comes From* is a singular achievement on the construction of local food in our contemporary societies. The critical and experienced perspective of Parasecoli reveals successfully the hits, interests, needs, and contradictions of the world of today's food. • (F. Xavier Medina, director, UNESCO chair on food, culture, and development at the Universitat Oberta de Catalunya, Barcelona)

Fabio Parasecoli is an associate professor and director of food studies at The New School in New York City. His books include *Bite Me! Food in Popular Culture*, *Cultural History of Food*, coedited with Peter Scholliers, *Al Dente: A History of Food in Italy*, and, with Laura Lindeffed, *Feasting Our Eyes: Food, Film, and Cultural Citizenship in the United States*. •

Knowing Where It Comes From invites us to analyze and reflect on the changes and future of place-based labels. It offers us a wide-angle view of the different tools that have been created to keep food linked to their place of origin and how their ripples affect everyone involved. What I specially enjoyed about this book is how Parasecoli organized and threaded the concepts and examples making them naturally flow from one chapter to the next. I also liked that it is filled with several case studies from around the world, as it helps the reader build a well-informed opinion, based on how the historical, cultural, political, economical, social and legal aspects interact with each other and how their effects can differ from case to case. If expository writing is not your cup of tea, this book might not be for you, but if you like books that are well backed-up, approach a subject from different angles and make unbiased comments, I recommend you this book. As a tip, if you haven't heard about place-based labels, familiarizing with the basics would make the book appear less daunting at the beginning. Even if you don't, it doesn't take long to understand and get fully immersed in the subject. Disclaimer: I received this e-ARC through NetGalley

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