



# FOOD, COMMUNITIES AND ANTHROPOLOGY

ANTHROPOLOGISTS GO BACK TO  
SCHOOL 2020

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- Assistant Professor of Cultural Anthropology
- Area of Research: Anthropology of Development, Economic Anthropology, Food Anthropology
- Fieldwork: Africa (Kenya, Tanzania), Europe (Italy)



# UNIVERSITY OF GASTRONOMIC SCIENCES

- Italian University founded in 2004
- First University completely focused on food studies
- BA, MA, PhD in Food Studies
- International environment in the heart of Italy

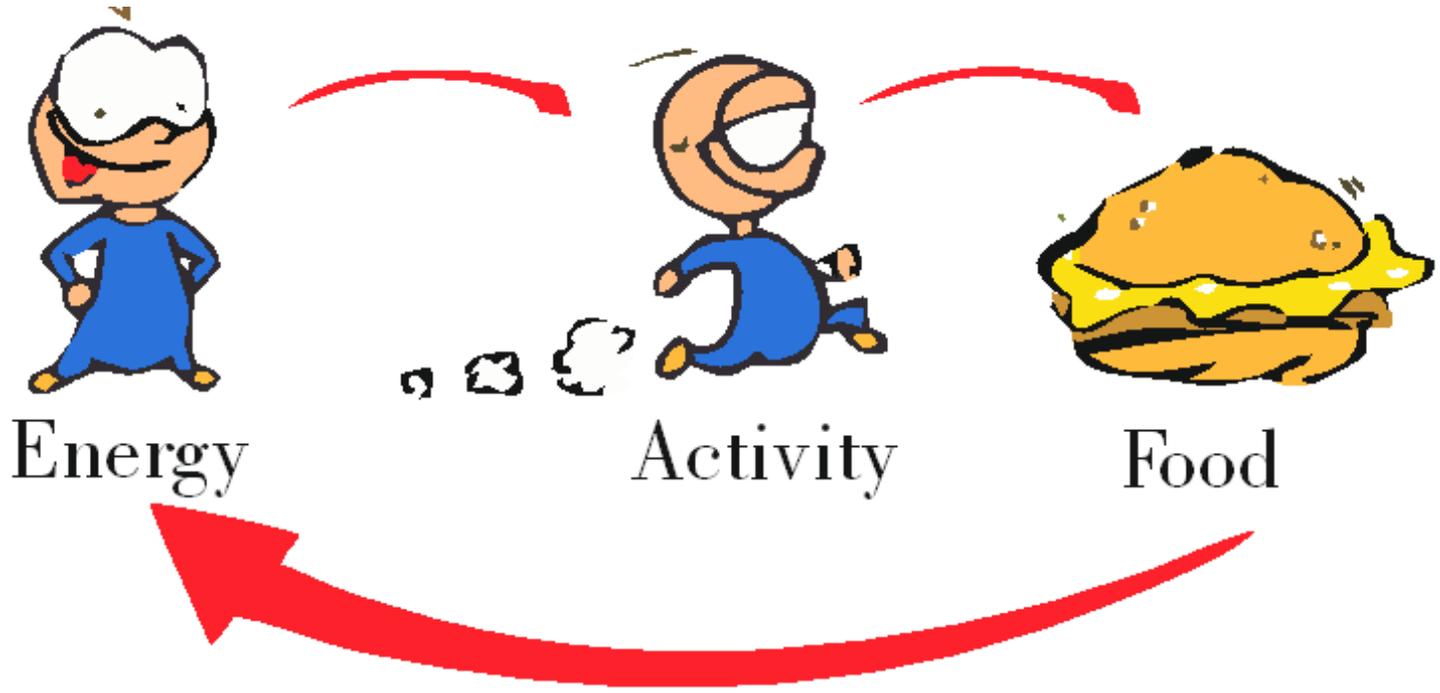




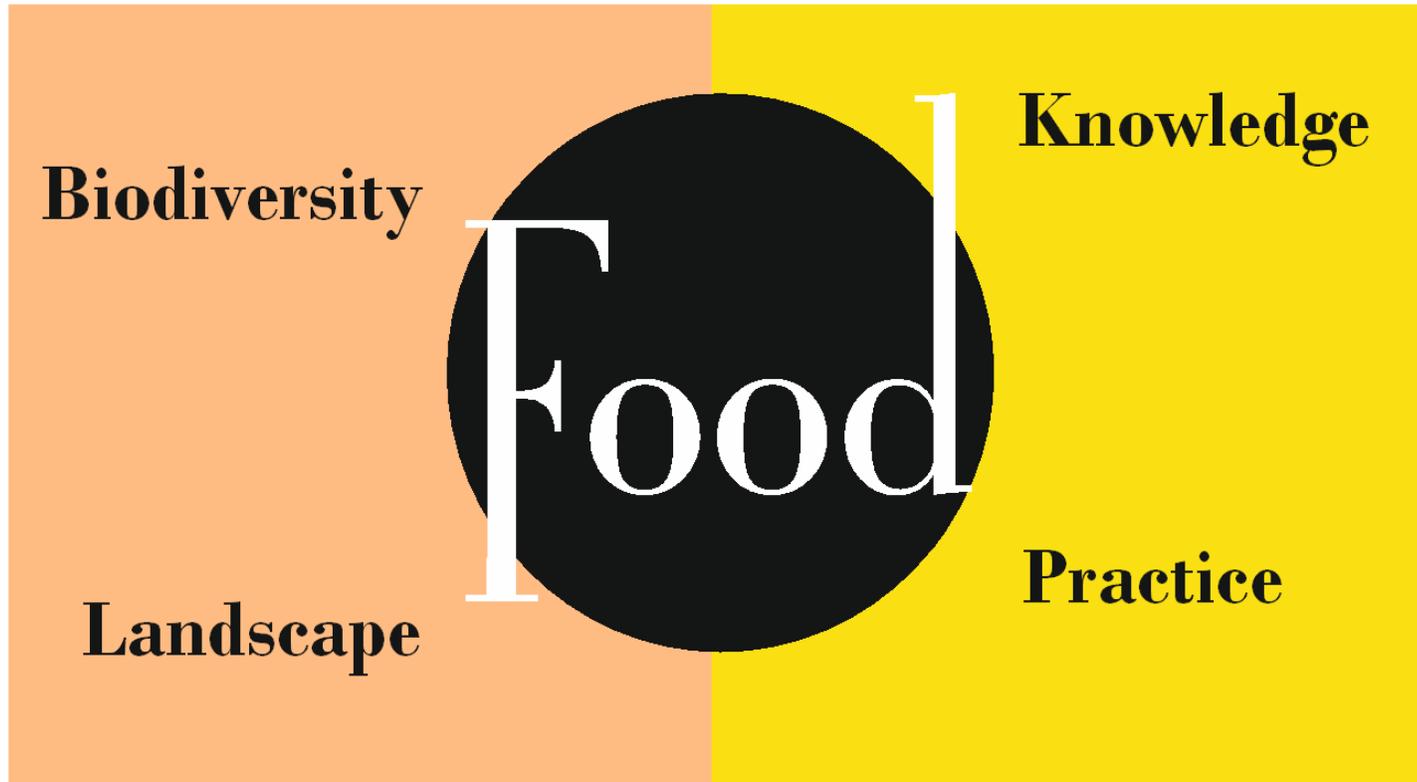
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## TODAY

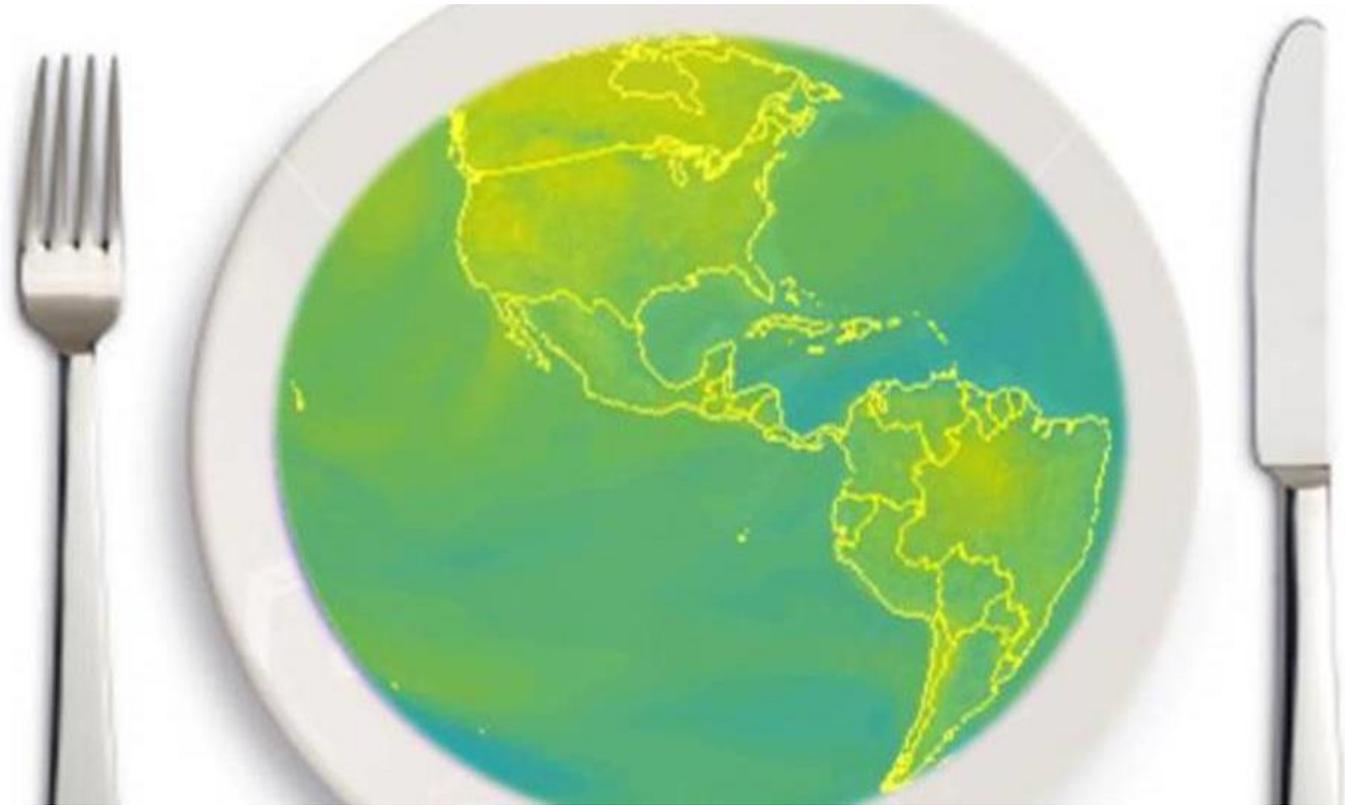
- This presentation addresses some key questions: “What is food?” “How can food change the world?”
- It points out food is the important social and cultural role that food has in the global market. In particular it points out, the importance of food for the rural communities that produce it.
- It presents the new trends of the market and the growing demand for local and traditional food. In so doing, it highlights the risks that chasing such demand may create for the rural communities.
- It presents the role of the anthropologists as consultants and mediators able to support the communities in selecting the best local products and the best strategies to seize the market opportunities and build a sustainable development.



FOOD IS NOT  
JUST ENERGY



FOOD IS  
NATURE AND  
CULTURE  
COMBINED



FOOD CAN  
CHANGE THE  
WORLD

## SUSTAINABLE PRACTICES



JUST THINK  
ABOUT WHAT  
YOU CAN DO  
WHEN YOU EAT

# Urbanization

**1900** | 2 out of every 10 people lived in an urban area



**1990** | 4 out of every 10 people lived in an urban area



**2010** | 5 out of every 10 people lived in an urban area



**2030** | 6 out of every 10 people will live in an urban area



**2050** | 7 out of every 10 people will live in an urban area



Defined by UN HABITAT as a city with a population of more than 10 million

HELPING  
RURAL  
COMMUNITIES



THE FOOD  
MARKET HAS  
CHANGED IN  
THE PAST  
YEARS



WE LOOK FOR  
TRADITIONAL,  
AND LOCAL  
FOOD



FRAGILE  
COMMUNITIES,  
SEDUCING MARKET  
DEMAND, AND THE  
RISK OF BAD  
DEVELOPMENT

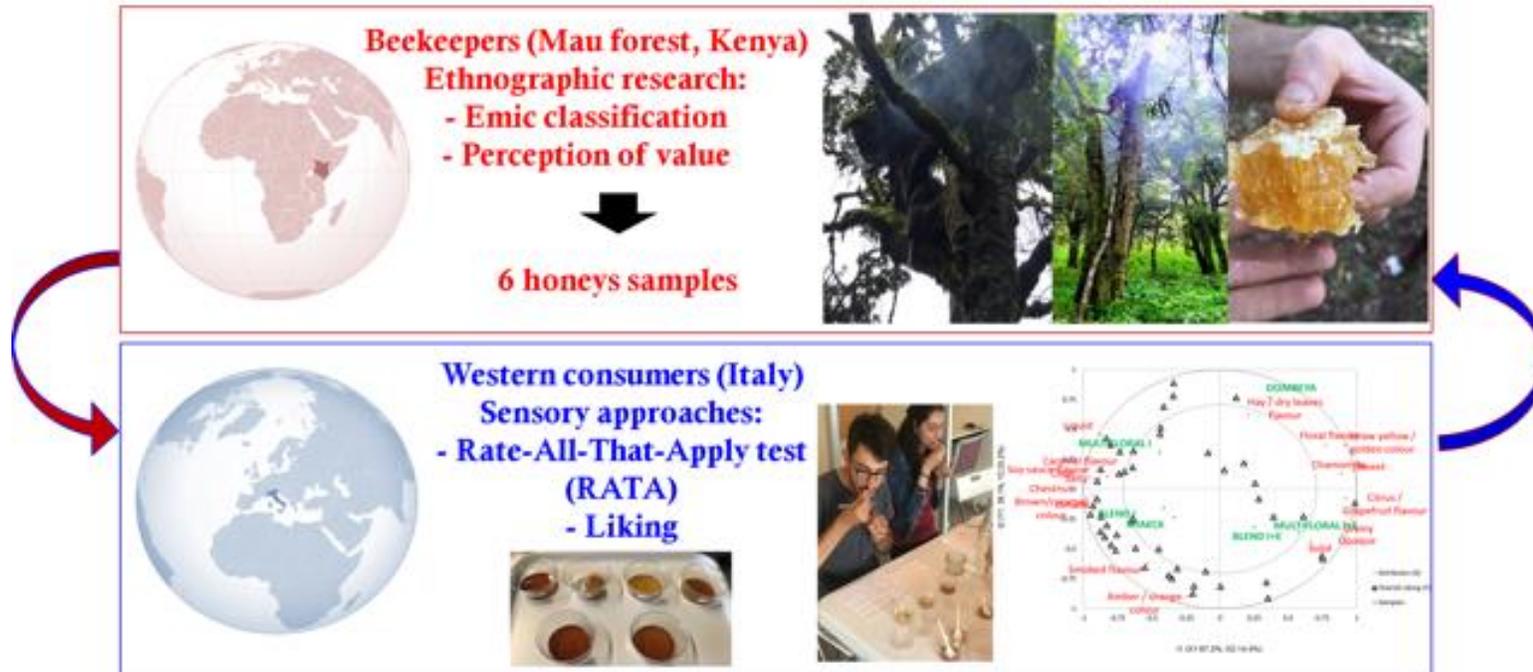


WHAT CAN  
ANTHROPOLOGISTS  
DO?



# SELECTION OF LOCAL PRODUCTS

## MULTIDISCIPLINARY APPROACH AS A TOOL FOR SUSTAINABLE DEVELOPMENT



## LINKING COMMERCIALIZATION AND PROMOTION OF CULTURAL HERITAGE

DESIGN  
SUSTAINABLE  
MARKET  
STRATEGIES



ANTHROPOLOGY  
IS ABOUT GOOD  
ECONOMY AND  
GOOD GROWTH

TOGETHER  
WE CAN  
MAKE A  
DIFFERENCE

THANK YOU

FURTHER INFORMATION:  
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