

The background of the slide is a white surface covered with several brown coffee stains. These stains are mostly circular or semi-circular, with some smaller droplets scattered around. The stains vary in intensity and shape, creating a textured, organic pattern.

Coffee Traces: Translations of a Commodity in Motion

Some reflections from the field

Dominik Mösching

Eating healthily

A conference about Healthy Food in Switzerland
and Brazil

25.4.2016, University of St. Gallen



How do 'global' networks and 'local' practices co-evolve?

Case: Coffee (direct trade, corporate networks)

Research sites: Eje Cafetero (Colombia) and Switzerland

Method: Multi-method / qualitative / ethnographic

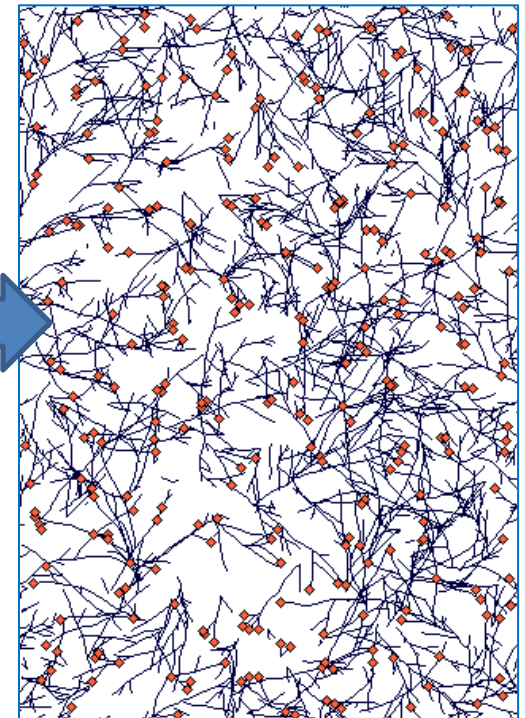


1. Beyond the «chain»
2. Beyond the «network»
3. Beyond «globalization»

Beyond the «chain»: Networked places

Beyond chains from production to consumption:

→ **Agro-food networks** as emergent processes, performed by – and integrating – practitioners at connected places



<http://web.natur.cuni.cz/~herben/rhizome/rhizome.html>

(Brown et al. 2004)

Beyond the «network»: Connecting practices

Network dots are places, but what are the lines in-between? These connections are «made» and «unmade» through practices as well

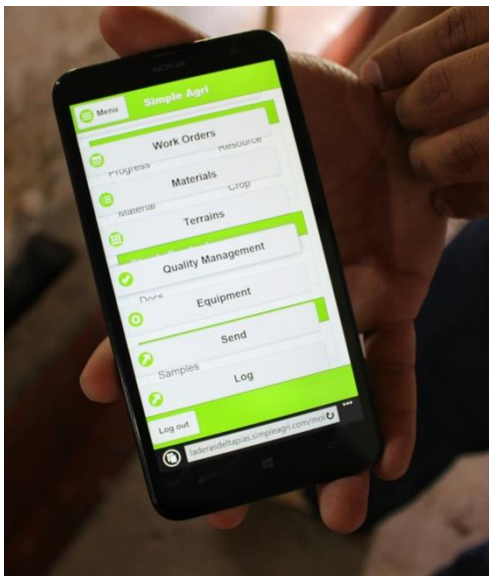
→ **Agro-food meshworks** as global assemblages of local practices



Beyond «globalization»: Translocal connections

Example «direct trade»: transparency through traceability = «translocal» instead of «global» connections?

→ Translocal connections enacted in **practices of translation**: Not packing and unpacking, but «de- and re-contextualizing» (Bhabha)



ORIGIN IS JUST AROUND THE CORNER



Messages to go

Networked places, not «chain»

Connecting practices, not «lines»

Trans-local, not «global» connections



Translation: «No transportation without transformation» (Latour)