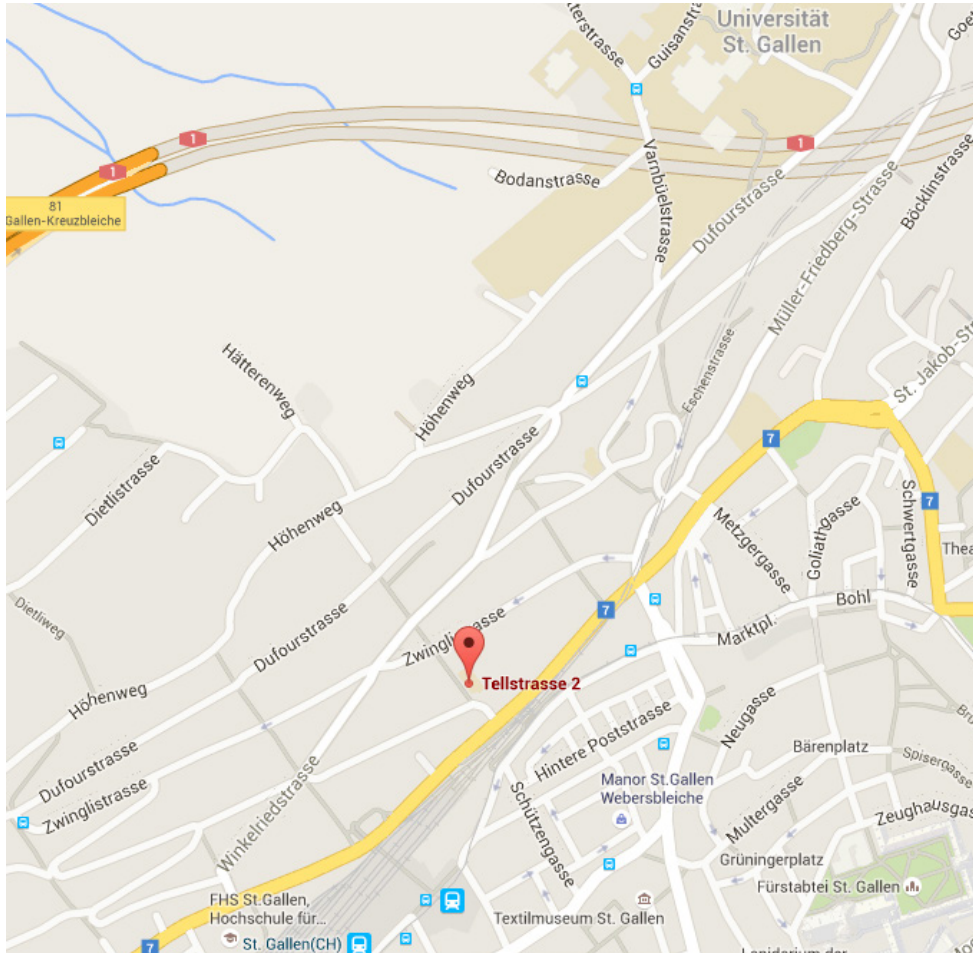


Tellstrasse 2

The building at Tellstrasse 2 is located just behind the station and a 10-15 minute walk from the University. There is no parking on site; please use the public parking spaces in the vicinity.



Please register by April 22, 2016 by email to cls-hsg@unisg.ch

EATING HEALTHILY

A Conference about Healthy Food in Switzerland and Brazil

Monday, April 25, 2016, 09:15 – 19:00

Tellstrasse 2, St.Gallen

Our one-day conference will observe trends of changing behavior regarding healthy and ecologically sustainable nutrition from a comparative Brazilian-Swiss perspective. Eating and consumption patterns in different regions, urban and rural centres, will be analysed in a true interdisciplinary way, counting with speakers from anthropology, sociology, cultural studies, management, nutritional sciences, and medicine.

In the early set-up phase of cooperation between Swiss and Brazilian researchers and on occasion of Prof. Lívia Barbosa's visit to St.Gallen, several specialists working in Switzerland in the field of healthy eating will gather to sort our possible joint projects.

The comparison between Switzerland and Brasil is relevant from a number of points of view. The Swiss side is known for a marked concern about sustainability and the environment. The country has played a leading role in the promotion of fair trade between Southern producers and Northern consumers, with the orange juice from Brazil being a prime example. Our comparative research can no longer be framed exclusively within a North-South perspective. Brazil is a leading global player in agricultural production, but it is also a highly urban and complex society with a growing middle class profile in which both lifestyle and sustainability concerns now occupy a central place.

The ideology and practice of healthy eating as a highly culture-sensitive, even spiritual issue and encompasses not only personal but also social change. At the same time, it underpins some of the most promising markets. Currently, this social capital comprises a vast array of activities and types of food and services from organics or whole foods to fortified functional (FF) or "better for you" (BFY).

Please register by April 22, 2016 by email to cls-hsg@unisg.ch



Program

- 09:15 Yvette Sánchez, Prof.Dr.**
LatinAmerican-Swiss Research Centre, University of St.Gallen
Opening speech
- 09:30 Lívia Barbosa, Prof.**
PUC Rio de Janeiro, Pontifícia Universidade Católica do Rio de Janeiro
Feeding the body, the mind and the soul
- 10:15 Musical Intermezzo**
- 10:25 Thomas Rudolph, Prof.Dr.**
Director Research Institute of Retail Management (IRM-HSG), University of St.Gallen
Melanie Bassett, Mag.
Research Assistant IRM-HSG, University of St.Gallen
Food consumption Switzerland - trends and drivers
- 11:00 Klazine Van der Horst, Dr.**
Senior Researcher, Public Health Nutrition, Nestlé (for Brazil and Switzerland)
Dietary intake and eating behaviour: examples from Brazil and Switzerland
- 11:30 Pedro Manuel Marques-Vidal, Prof.Dr.med.**
Associate Professor Internal Medicine, Université de Lausanne,
Sociodemographic and Behavioural Determinants of a Healthy Diet in Switzerland
Economically deprived but bodily opulent: socio-economic differences in dietary and obesity levels
- 12:00 Musical Intermezzo**
- 12:10 Tanja Schneider, Dr.**
Institute of Sociology (SfS-HSG), University of St.Gallen
Food values in digital food activism
- 12:40 Lunch Break**



- 13:50 Peter Braun, Dr.**
Swiss Food Research Centre, Zurich
Food Revolution – what may change in Switzerland and how we could take advantage from?
- 14:20 Thomas Brunner, Prof.Dr.**
Psychologist, Food and Consumerism, University of Applied Sciences, Bern
Eating healthily: Can Swiss consumers afford it and how can they be nudged into it?
- 14:50 Vanessa Boanada-Fuchs, Dr.**
State University of Campinas, Brazil
The fish went into hiding! : Fishery, trade and livelihoods in an Amazonian booming city
- 15:20 Coffee Break**
- 15:30 Emerson Ferreira Queiroz, Prof.Dr.**
University of Geneva, Phytochemistry
Innovative strategies for the isolation of bioactive natural products from the Brazilian biodiversity (edible and medicinal plants)
- 16:00 Jérémie Forney, Prof.Dr.**
Anthropologiste, Université de Neuchâtel
The multiple ontologies of local food. Examples from the Swiss dairy industry
- 16:30 Eberhard Wolff, PD Dr.**
Cultural Anthropologist, Universities of Basel and Zurich
What is healthy food? The dynamics of food identities from the perspective of cultural anthropology.
- 17:00 Coffee Break**
- 17:20** Three short presentations of PhD students, University of St.Gallen
Jonna Cohen, PhD candidate with a project on Food
Knowledge sharing and co-action: food processes and practices of Latinas
Dominik Mösching, PhD candidate with a project on coffee
Coffee traces: translations of a commodity in motion. Some reflections from the field.
Micaela Díaz Rosaenz, PhD candidate in consumerism in Latin America,
„Churrasquinho“ - Informal Barbecue: A bridge between the slum and the neighbourhood?
- 17:50 Frank Burose, Dr. sc. agr.**
Operations Manager, Kompetenznetzwerk Ernährungswirtschaft
Networking processes in the food sector: Brazil and Switzerland
- 18:10 Concluding remarks**

Brazilian-Swiss Buffet