

# The CONANX Programme : Consumer Culture in an 'Age of Anxiety'

**Food safety and food security are priority issues throughout Europe at present, the subject of intense government concern, public interest and media speculation. Funded by the European Research Council (2009-12), the CONANX programme seeks to increase our understanding of consumer anxieties about food at a variety of geographical scales from the global scale of international food markets to the domestic scale of individual households.**



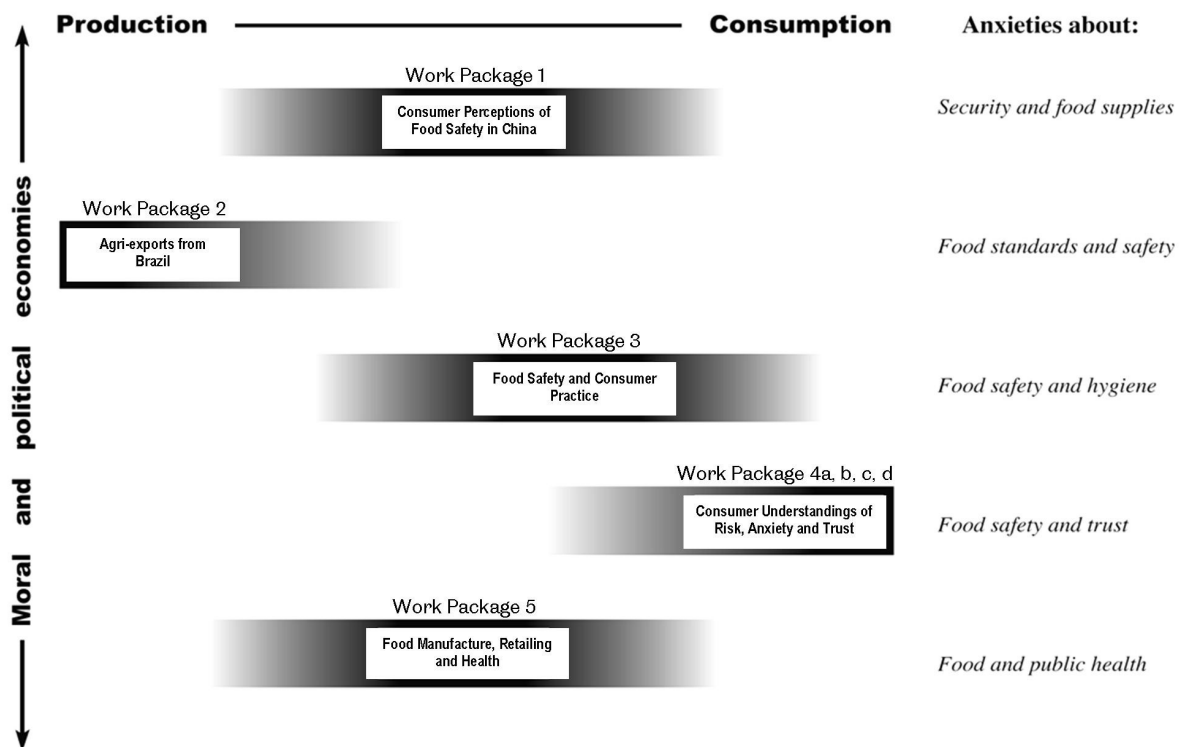
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## Political and Moral Economies of Food

A central argument of the CONANX programme is that political-economy approaches to understanding the global agri-food system need to be supplemented with work that seeks to understand the social and cultural meanings of food (including their moral dimensions). Rather than seeing **morality and markets** in oppositional terms -- one concerned with values that are beyond price, the other with the amoral pursuit of profit -- the CONANX programme investigates their close connections.

## The Work Packages

The CONANX programme is organised into five inter-connecting work packages, each of which combines an understanding of the political and moral economies of food.



The programme is led by Professor Peter Jackson, with co-investigators in Sheffield (Dr Matt Watson) and Sweden (Professor Helene Brembeck) and with a team of researchers based in ICoSS, the University of Sheffield's Interdisciplinary Centre of the Social Sciences, and the Centre for Consumer Science (CFK) in Göteborg.

## Key Publications:

Jackson, P., Ward, N. and Russell, P. (2009) Moral Economies of Food and Geographies of Responsibility. *Transactions IBG* 34, 12-24.

Jackson, P. (2010) Food Stories: Consumption in an Age of Anxiety. *Cultural Geographies* 17, 147-65.