



The 4th Conference on Food & Communication

Food for All

Media, Communication and Food Democracy

University of Lille, Infocom Roubaix

10-12 September 2025

Conference Program

Committees

Programme Committee

Dr Ana Tominc, Queen Margaret University Edinburgh, UK (Chair)

Professor Andreja Vezovnik, Ljubljana University, Slovenia

Dr Helen Andersson, Örebro University, Sweden

Dr Radhika Mittal, Amsterdam University, The Netherlands

Professor Jonathan Leer, Örebro University, Sweden

Professor Simona De Iulio, Lille University, France

Local Organizing Committee

Dr Thomas Bihay, Lille University

Professor Emeritus Jean-Jacques Boutaud, University of Burgundy

Professor Simona De Iulio, Lille University

Professor Patrice de la Broise, Lille University

Dr Salma El Bourkadi, Lille University

Dr Fabiola Leone, Catholic University of Paris

Professor Caroline Marti, Sorbonne University

Jeanne Pixian Qiao, PhD Student, Lille University

Cristina Romanelli, PhD Student, Lille University

Professor Cécile Tardy, Lille University



Food & Communication Conference



Conference Program

Welcome to the 4th Conference on Food & Communication

This year, we critically explore how media and communication shape and support food democracy—ensuring fair access to sustainable, nutritious, and culturally meaningful food, while promoting transparency, public engagement, and individual rights.

From journalism and policy discourse to audiovisual storytelling, branding, and

grassroots communication, the conference highlights diverse ways media engage with food systems and democratic control.

We invite scholars, practitioners, and activists to examine these intersections and contribute to a growing understanding of food democracy across different formats, platforms, and geographies.



Scan the QR code to view our program online.

Day 1

Wednesday 10 September 2025

10:00-11:00 Registration, Meet & Greet

11:00-11:30 Lecture Hall - Conference Opening and Welcome

addressed by

Ana Tominc and **Simona De Iulio**, Scientific and Organization Committee

Kathleen O'Connor, Head of International Network Coordination, University of Lille

Stéphane Benassi, Director of Institut de la Communication, de l'Information et du Document (ICID), University of Lille

11:30-12:30 Lecture Hall - Keynote

Processed Food and the Anti-Politics of Communication

Charlotte Biltekoff, University of California, Davis

12:30-13:30 Lunch

13:30-15:00 Session 1**Panel 1: Memory, Heritage, and Food Democracy**Chair: **Laurence Favier**, Room 22*Heritage and Dissemination of Food during the Enlightenment:**the Case of the Encyclopedists***Stéphanie Couderc-Morandau**

Université de Nantes

*Capturing Culinary Heritage:**Using Technology to Document and Democratize Evolving Food Cultures***Karena Wong, Robert Danhi**

Chef Danhi & Co, Los Angeles

*Digital Technologies to Gather, Preserve, and Share Food Stories: Culinary Memories and Practices as Narratives of Food Democracy from the Grown-Up***Meredith Abarca**

University of Texas at El Paso

Panel 2: Communication Strategies Against Food WasteChair: **Ana Tominc**, Room 27*Too Ugly, too Old: Price Discounts as a Retail Action for Reducing Food Waste***Nicklas Neuman**

Uppsala Universitet

Jonas Bååth, Rosa Hellman, Sara Spendrup

Swedish University of Agricultural Sciences

*Too Good to Let Go. Anti-waste Platforms: from Too Good to Go to Memo Food Clip***Anna Bisogno**

Universitas Mercatorum, Rome

*Digital Narratives of Food Waste: A Systematic Review on Social Media's Impact on Sustainable Consumption***Fitria Avicenna, Stinne Gunder****Strøm Krogager**

Aalborg University

Panel 3: Social Media, YouthChair: **Jonatan Leer**, Room 32*Processing, Memory, and Intentions:**Exploring the Role of Instagram Recipe Videos' Taste and Convenience Cues in Shaping Food Practices Among Young Adults***Paulien Decorte, Karolien Poels, Tim Smits, Sara Pabian, Paul Bolls, Konrad Rudnicki, Charlotte De Backer***Social Media, Food, and Youth: Norms, Resistance, and Public Health Challenges***Léa Lopes, Ariane Picard, Clémentine Hugol-Gential**

Université Bourgogne Europe

*Mediatized Excess: Competitive Eating and Food Challenges Online***Ryan Fountain**

Freie Universität Berlin

Panel 4: Media Representations and Food GovernanceChair: **Eulàlia Puig Abril**, Room 36*'Frankenstein Meat' in the 'Witch's Chemistry Kitchen': Media Framing of Green Genetic Engineering in Austria***Georg Vogt**

St.Poelten University of Applied Sciences

*Steakholders of Masculinity.**An Exploration of the Cultural Scripts of Meat-eating Manhood through Media***Elina Vrijnen**

University of Antwerp

*Gastro-constitutionalism***Mathilde Cohen**

University of Connecticut

15:00-15:30 Coffee Break

15:30-18:00 Session 2**Panel 5: Education as Food Democracy in Action**Chair: **Susan Kovacs**, Room 22*Educating for Democracy Through Food***Afreixo Lúgia, Francisco Providência**
Universidade de Aveiro*Children as Receivers and Messengers for Health Education: Social Dynamics Behind the Circulation of «Food Messages» in School Settings***Nicolas Mendez Barreto**
Université Paris Saclay*Perceived Helpfulness of Online Nutrition Information for Primary School Students: Influence of Media Use, Gender, and Grade Level***Urška Kolar, Mitja Vrdelja, Hristo Hristov, Vida Fajdiga Turk, Nataša Delfar**
National Institute of Public Health, Slovenia*Libraries and Food Democracy: New Practices on Food Knowledge Mediation***Laurence Favier, Simona De Iulio**
Université de Lille*Making Food Democracy An Educational Framework for Sustainable Consumption Practices in Higher Education***Eleonora Noia, Silvia Mazzucotelli Salice**
Università Cattolica del Sacro Cuore, Milan**Panel 6: Memory, Heritage, and Food Democracy**Chair: **Jeanne Peixian Qiao**, Room 27*Reanimating Appalachia: Women Chefs Advancing the Region Through Food***Wendy Atkins-Sayre**
University of Memphis**Ashli Stokes**
University of North Carolina*Official Heritage vs. Edible Memories: Contesting Authenticity in Singapore's Hawker Culture***Amy DePierre**
University of Colorado, Denver*Feasting & Fasting: How Ramadan's Food Rituals Influence Social and Psychological Health***Charlotte De Backer, Andrea Codina-Fernandez, Sarah Ahannach, Sarah Van den Bosch, Isabel Erreygers, Inas Rahou, Samira El Messaoudi, Yukta Pai, Marit Van der Poel, Sarah Lebeer***"A Bite of China": From Documentary to Hashtag***Shan Gao**
Université de Lille*The Democratising Dead: Calendrical Complexity, Commemorative Holidays, and Culinary Continuity across Time***Anthony F. Buccini**
Independant Scholar

Panel 7 next page >

Panel 7: Communicating New Foods

Chair: **Patrice de la Broise**, Room 32

Ecomodernism, Cultured Meat and the Search for the «Middle Landscape»

Andreja Vezovnik

University of Ljubljana

Shaping Food Democracy: Political Discourse on the Regulation of Cellular Meat in France

Melis Aras

Université de Nantes

Sandrine Barrey

Université de Toulouse

Politics of the Plate: How Dutch Politicians Communicate about Emerging Food Technologies

Madhura Rao, Noor Wiersma

Vrije Universiteit Amsterdam

Public Discourses of Alternative Protein Foods: A 2014-2024 Review of Facebook Public Pages' Posts

Weiyu Zhang

National University of Singapore

Bingyan Wang

Tsinghua University

Resisting Corporate Power Through Networked Advocacy: Communication Mechanisms in Global Food Policy Diffusion

Susana Ramírez

University of California, Merces

18:15-19:45 Reception

Day 2

Thursday 11 September 2025

8:30 Registration Open

9:00-10:00 Lecture Hall - Keynote

Food Democracy, Knowledge Circulation and Pathways to Food Literacy

Susan Kovacs

ENSSIB Lyon

10:00-10:30 Coffee Break

10:30-12:00 Session 3**Panel 8: Corporate Organizations and Social Responsibility**Chair: **Clementine Hugol-Gential**, Room 22*Challenging Food Narratives: A Discourse Analysis of Agro-Food Representations in a Belgian Alternative Media***Sabri Derinöz**

Université Catholique de Louvain

*A Cheese for a More Inclusive Society: Multimodal Critical Discourse Analysis of CSR in Swedish Food Retail***Helen Andersson**

Örebro University

*The Company, Territory of Food Democracy? Elements of Surveys on Eating Practices at Work in the Prism of the Concept of «Food Democracy»***Thomas Heller, Elodie Sevin, Fabiola Leone**

Université de Lille

Panel 9: Farmers and Producers NarrativesChair: **Simona De Iulio**, Room 27*The Farming Futures Cycle Tour: Co-creating Visions of Future Farming***Veronica White**

University of Exeter

*I Farmer: Narratives about Self, Land and the Future of Farming***Ana Tominc, David McBey, Marko Stace**

Queen Margaret University Edinburgh

Benjamin McCormick

Aberdeen University

*Mobilizing Communication: Preserving Cooperative Production and Taste Diversity in Comté Cheese (1990-2015)***Christy Shields Argeles**

The American University of Paris

Panel 10: Media and Food CultureChair: **Diana Willis**, Room 32*Democratizing Porridge: Personal Narratives in Social Media Branding of Grød***Stinne Gunder Strøm Krogager**

Aalborg University

Jonatan Leer

Örebro University

*New Kid on the Block?! Excessive Cooking Shows in the Cooking Show Ecology***Rita Tamara Vallentin, Sofia Rüdiger**

Freie Universität Berlin

*I See Fruit, but They Eat Ultra-Processed Snacks: Content Analysis of Food Incidents in America's Top Popular Shows 2013-2024***Eulàlia Puig Abril**

University of Illinois

12:00-13:30 Lunch

13:30-15:00 Session 4**Panel 11: Building Food Literacy in Context**

Chair: **Stinne Gunder Strom Krogager**
Room 22

Food Democracy in Practice: Institutional and Informal Communication on Vegetarian Policies in French University Canteens

Cristina Romanelli
Université de Lille

Chefs Cooking Up Capital

Beth Forrest, Deirdre Murphy
Culinary Institute of America

Developing Food Policy Literacy: the Case of the Food Systems Flower Diagram

Rebecca Wells
City St George's, University of London
Kelly Parsons
University of Cambridge

Panel 12: Food Culture Communication: From Restaurants to Households

Chair: **Salma El Bourkadi**, Room 27

Pots, Pans, and Knife Cuts on Hands: Restaurant Kitchens as Media

Anson Hunt
Carleton University

Hipster Hospitality: The Paradox of Accessibility and Exclusivity in Contemporary Food Culture

Kajsa Hult
Örebro University

Communication as a Key Factor in Household Adaptation and Resilience to Crises

Emna Quertani
University of Carthage

Maram Ben Hmida
Higher School of Agriculture, Mograne

Panel 13: Digital Dissemination of Nutrition Knowledge

Chair: **Emily Contois**, Room 32

The Styles of "Healthy Food" in Stock Images

Iben B. Jessen
Aalborg University

Digital Plates and False Prophets: Social Media's Double-Edged Impact on Food Democracy

Joachim Allgaier
Fulda University of Applied Sciences

Food Morals in Online Discourses – Social Network Analysis and Netnography Analysis of German Food Communities on Instagram

Eva-Maria Endres
Anhalt University

Panel 14: Food Systems and Social Equity

Chair: **Ana Tominc**, Room 36

Emancipatory Imaginaries: the Platform Transformation of Denver's Urban Food System

Hillary Quarles
University of Denver

Improving Access to Nutritious Food for Migrants from Disadvantaged Backgrounds: A Rapid Evidence Assessment

Alexandra Constantinescu, Naz Ali
Buckinghamshire New University

"A fistful of rice": Food health communications and British Bangladeshi Women in Tower Hamlets, London

Elaine Swan
University of Sussex

Hussain Shazna Miah Sajna, Miles Zoe
Women's Environmental Network (WEN)

15:00-15:30 Coffee Break

15:30-17:30 Session 5**Panel 15: Communication for Food Justice**Chair: **Salma El Bourkadi**, Room 22*Understanding Power in Food Policy: a Pilot Study***Naomi Fallon**, **Christopher Yap**,
Christina Vogel

City St George's, University of London

Lorna Anguilano

Brunel University London

*BIPOC Nutritionists and Competing Visions of Health: the Divide between Justice and Conspiracy in Contemporary Food Discourse***Julieta Flores Jurado**

National Autonomous University of Mexico

*The "Pot People" Revolutions: Agroecology, Communication and Radical Food Democracy in Post-COVID Brazil***Fernanda Favaro**

Malmö University

*Bib Gourmand and Food Democracy in Chiang Mai: Culinary Authority, Media Validation, and the Negotiation of Street Food Hierarchies***Piyarat Panlee**

Kasetsart University

Panel 16: Body Politics: Health and FoodChair: **Andreja Vezovnik**, Room 27*(Re-)Framing Ballet Nutrition: Pragmalinguistic and Paratextual Strategies in Instagram's Dietary Discourse***Constanze Betz**, **Tina Bartelmeß**

University of Bayreuth

*How "Eat Like an Athlete" Messaging Compromises Food Democracy***Emily Contois**

University of Tulsa

*Silencing Cravings: Exploring Food Noise, Media Influence, and the Business of Body Management***Kathleen LeBesco**

Marymount Manhattan College

Charlotte De Backer

University of Antwerp

Isabelle Cuykx

Thomas More University of Applied Sciences, Antwerp

Paulien Decorte

Maastricht University

Lauranna Teunissen

Universiteit van Amsterdam

*Who Cares about My Gut Microbiota? The Profile of those Shaping Social Representations of Digestive Health on Instagram***Manon Niquette**

Université de Laval

Panel 17: Mediating Local Food TraditionsChair: **Simona De Iulio**, Room 32*Eating the Real: Food Documentaries and Local Public Spheres as Spaces for Political Engagement***Luca Antoniazzi**

Università di Scienze Gastronomiche, Pollenzo

*The Transcultural and Transgenerational Transmission of Culinary Knowledge in Contemporary Kyoto's Ryōtei Kitchens***Greg De St. Maurice**

Keio University

*The David and Goliath of Iberian Cuisines: A Comparative Analysis of Portuguese and Spanish Gastronomy in The New York Times***Ricardo Felner**

University Institute of Lisbon

*Historical Perspectives on Media Participation in the Diffusion of Typical Foods from Belém do Pará***Taynah De Moraes**

University of Coimbra

19:00-23:00 Conference Dinner

Day 3

Friday 12 September 2025

8:30 Registration Open

9:00-11:00 Session 6

Panel 18: Food Packaging and Food Values

Chair: **Helen Andersson**, Room 22

How Nutritional Knowledge is Circulated through Chinese Food Packaging: A Social Semiotic Study of "Healthy" Snacks

Göran Eriksson

Shanghai International Studies University

Communicating Inclusivity and Sustainability: Packaging Strategies in Food Democracy Initiatives

Simona De Iulio

Université de Lille

Simply (Go Shopping and) Cook? Unboxing Commercially Available Meal Kits and Women's Mental Load

Jessica Horne

University of Sussex

Dish Dash: Unpacking the Role of Convenience in Recipe Decision-Making

Paulien Decorte, Caroline Goukens

Maastricht University

Charlotte De Backer

University of Antwerp

Panel 19: Communicating Food Insecurity and Solutions

Chair: **Cristina Romanelli**, Room 27

How Food Representations are Influenced by Precarity and how they Influence our Food Choices

Romane Vandroux, Rodalyn Apple

Ariola, Anthony Piermattéo

Université Catholique de Lille

Shaping Food Democracy through Media Discourse: Framing of Food Poverty in Germany

Tina Bartelmeß

University of Bayreuth

Taking it to the Streets: How Free Food Fridge Movements are Reframing Food Insecurity

Diana Willis

State University of New York

Let them Speak! A Qualitative Study of the Thoughts and Feelings of Pantry Guests in Northern New Jersey

Charles Feldman, Tito Alvarado,

Shahla Wunderlich

Montclair State University

Panel 20: Emerging Voices in Food Media

Chair: **Andreja Vezovnik**, Room 32

Digital Distinction: The Evolution of Foodie Discourse Across Media Platforms

Josee Johnston

University of Toronto

The Culinary Book in the Age of Social Media: between New Digital Recommendations and Editorial Redefinition

Amélie Altmayer, Clémentine Hugol-Gential

Université Bourgogne Europe

Strategic Positioning of a Culinary Niche: European Tea Culture in Media, and Book Awards, at Universities and Festivals,

Hartwig Bohne

SRH Hochschulen Berlin

Sip and Share: Exploring New Voices in Wine Prescription through Digital Social Network

Jeanne Peixian Qiao

Université de Lille

11:00-11:15 Coffee Break

11:15-12:15 Keynote - Lecture Hall*Food Democracy - the French Paradox***Marketa Supkova**

Territoires de la Démocratie Alimentaire

Afternoon: Discover Lille.

Guided tour of the city.

12:15-12:30 Conclusion**12:30 Lunch-Take-Away & Network**

Meeting and Workshop

- **12:30-13:30** Network Meeting on Ferment Road Initiative with **Daniel Raichvarg**
- **12:30-13:30** Workshop on Designing a Food Democracy Movement with **Marketa Supkova**

The biennial Conferences on Food & Communication, which come out of the FoodKom Research Network established in 2015 at Örebro University (Sweden) and a Communicating Food symposium at the University of Chester (UK) in September 2017, aim to bring together researchers that work in the areas of food and communication, be it academically or non-academically.

Previous conferences have been held in Edinburgh (2018), Ljubljana (2021), and Örebro (2023). This event offers scholars space to share and discuss research at the

intersection of communication and food studies, but also at the intersection of academic scholarship and professionals that work in areas concerned with communicating food.

Through diverse formats—papers, creative presentations, and discussions—it explores food as discourse, symbol, power and identity across social and media contexts. Covering topics from food media contents to culinary semiotics, it encourages interdisciplinary dialogue and innovative approaches to understanding how communication frames the food landscape.

For more information about the Food & Communication network scan the QR code



