

International Agri-food Lecture

The Politics of Agricultural Sustainability under neoliberalism in New Zealand

*Prof. Hugh Campbell
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Dienstag, 30.05.2017, 18:00 Uhr, HS3 SOWI

New Zealand became the site of a radical experiment in agricultural reform in the 1980s, removing all subsidies and incentives for agricultural production. The country is the most export-oriented agricultural producer in the world with over 90% of the produced food being exported to markets around the world - particularly to Europe, USA, Japan and China. The lecture will examine the emergence of 'market driven' initiatives to create 'green' products certified as organic or through the European GLOBAL-GAP organization. Prof. Campbell will discuss these in the light of recent controversy over the sustainability of land-use in New Zealand and the emergence of a more militant local food and environmental critique of mainstream agriculture.

Dr. Hugh Campbell is Chair of Sociology as well as Head of the Department of Sociology, Gender & Social Work at the University of Otago. He was the Director of the Centre from 2000 to 2010. Upon completing a Masters in Social Anthropology he took his Ph.D. in Rural Sociology at the Centre for Rural Social Research, Charles Sturt University, New South Wales. A long-term interest in issues involving agriculture and food has stayed with him in his subsequent career as a social scientist.



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