

Soutenance de mémoire de MA en sciences sociales- *pilier anthropologie* - de

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The Slow Food Youth Movement in Switzerland: The construction of a collective identity and a new social movement

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Résumé :

The Slow Food Movement, whose primary goal is to provide alternatives to the current global food system, is gradually making its way to the forefront of numerous debates in the areas of food education, ethical consumption, gastronomy, food sovereignty, sustainable agriculture, and globalization. The Italian led movement is today an international phenomenon, which aims to promote local agriculture, and the traditional production, consumption and preparation of foodstuffs, all in an attempt to affect the dominant currents of a globalized food system. While Slow Food's approaches are many, the movement, broadly understood, focuses on educating consumers, bringing them into new relationships with food producers.

Also emerging in recent years on the international scene is the Slow Food Youth Network. Broadly speaking, the global and local network is made up of culinary experts, food writers, chefs, journalists, producers, sustainable agriculture specialists, and others. The Slow Food Youth Network closely adheres to the core goals and values of Slow Food, namely by creating new inroads toward the consumption and production of food which is "good, clean, and fair". While the rhetoric of the Slow Food movement is generally in line with the motto cited above, precisely how such a philosophy or series of ideas and assumptions about food preparation, consumption, and production are actually translated into concrete actions, is the focus of the present analysis. First, this paper will attempt to situate the Slow Food Youth Network Switzerland (SFYNCH) in the context of the Slow Food movement in Switzerland and internationally. Second, the paper will focus on the case of the Slow Food Youth Network in Switzerland, examining how the most active (core) members of the network cooperate with one another and act as mediators between producers and consumers. Third, the paper seeks also to understand the Slow Food Youth Network in Switzerland as a form of new social movement, examining if and how active members practice and appropriate *slow-living* and food lifestyles into expanding and overlapping networks. Lastly, this paper will demonstrate how these core members assimilate Slow Food values into their personal and professional lives and also look at the ways in which they try to strike a balance between expanding their career opportunities and building a societal movement around food.

By observing members of the SFYNCH, discovering patterns in collective and individual practices, and analyzing shared attitudes towards food and gastronomy as well as the various forms of participation within the Slow Food and Slow Food Youth movement, the thesis analyzes the ways in which the core members construct a collective identity around food and gastronomy in the Swiss cities of Zurich, Basel, and Bern. This paper seeks to contribute to a better understanding of the scope and influence of the SFYNCH in the realm of consumer lifestyles in Switzerland as well as identify the ways in which the Network frame and make sense of issues in the food system.