

Tasting Places: American Origin Food Products and the Consumer

Panel 4 in the Series on:

American Origin Products, Geographical Indications, and Rural Development

Monday, September 8, 2014 2:00 – 4:00 p.m. EDT
Theresa Lang Community and Student Center, Arnhold Hall
The New School for Public Engagement
55 West 13th Street, Room I202 New York, NY 10011

2:00 – Welcome

Fabio Parasecoli, Coordinator, Food Studies, New School for Public Engagement

2:10 – Introductory Remarks

Beth Barham, Center for Advanced Spatial Technologies, University of Arkansas

2:20 The Ark of Taste and the Promise of Place

Richard McCarthy, Executive Director, Slow Food USA

2:40 Origin labels through the eyes of the consumer in France and Europe

Arnaud Faugas, Legal Expert, INAO (l'Institut National de l'Origine et de la Qualité, France)

3:00 American Catch: Why most of the seafood we eat is imported

*Paul Greenberg, bestselling author of *Four Fish* and *American Catch**

3:20 Q&A

4:00 Conclude

Three ways to participate, visit <http://cast.uark.edu/home/research/eutrd.html>:

- In-person
- Live streaming
- View materials and videos after each event

Event Sponsors:

The New School for Public Engagement Food Studies Program
Center for Advanced Spatial Technologies, University of Arkansas
Delegation of the European Union to the United States
American Origin Products Research Foundation
American Origin Products Association

Speakers

Dr. Elizabeth Barham— will moderate the panel. She is nationally and internationally known for her research on labels of origin, or geographical indications, as catalysts for rural development. She holds MS and Ph.D. degrees in Development Sociology from Cornell University. She served as the first Vice President for North America of oriGIn (<http://www.origin-gi.com/>), the international network of origin product producer groups, and currently serves as a member of the Territorial Designations Committee of the government of Quebec, Canada (<http://www.cartvquebec.com/en>). She works with the Center for Advanced Spatial Technologies, U of Arkansas (<http://www.cast.uark.edu>) and the American Origin Products Research Foundation (<http://www.aopr.org>) on realizing the full rural development potential of origin products in the U.S.

Arnaud Faugas—is a Legal Expert at the Institut National de l'Origine et de la Qualité (INAO). He will explain how INAO regulates the use of origin labels for French products. His office oversees the process of product recognition/authentication; controls how origin labels are used in the market; offers legal recourse for producers encountering fraud with origin products; and collaborates with other countries seeking assistance with creating or improving their own origin product systems. INAO employs five legal experts to help protect French quality products from fraud, including origin products, the French Label Rouge quality label, and the French organic label. M. Faugas' particular focus areas are fraud protection, international cooperation and spirits regulation.

Paul Greenberg—is the author of the James Beard Award winning New York Times bestseller [Four Fish](#) and a regular contributor to The New York Times. He has also written for National Geographic Magazine, GQ, The Times (of London), Vogue, and lectures on seafood and the environment around the world. He is currently a fellow with [The Safina Center](#) and a [Pew Fellow in Marine Conservation](#). His new book, [American Catch](#), the story of how we lost and how we might regain American local seafood, was published this year by The Penguin Press. Regular updates [@4fishgreenberg](#), on Paul's website at <http://paulgreenberg.org/>, and on Facebook at <https://www.facebook.com/fourfish>.

Richard McCarthy—Where do we begin mapping our American food treasures, some of which are hidden and nearly extinct? From where will civic and market forces champion the differentiated tastes of place? Slow Food USA Executive Director Richard McCarthy will describe the role of the Ark of Taste to identify, value, and ferry nearly-forgotten (agri)cultural assets that could add value to local economies as economic assets. This strategy may provide fledgling efforts to bring American Origin Product recognition to regions that are only beginning to rediscover the potential that resides in the land and the memory of food.