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## Re-exploring the rural/urban dichotomy

### Farm shops in urban settings

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2020

*Document Version:*

Early version, also known as pre-print

[Link to publication](#)

*Citation for published version (APA):*

Jönsson, H. (2020). *Re-exploring the rural/urban dichotomy: Farm shops in urban settings*. Abstract from SIEF 23rd International Ethnological Food Research Conference, Antwerpen, Belgium.

*Total number of authors:*

1

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## Admission of paper abstract to SIEF Food Conference Antwerpen 2020

***Title: Re-exploring the rural/urban dichotomy. Farm shops in urban settings***

### **Abstract**

The division between rural and urban values and practices is a classic theme in European ethnology. Often with a more or less outspoken ambition to defend vanishing rural values from the urban lifestyles threatening to take over traditional rural communities. During the last decades, the urban/rural divide seem to be renegotiated, at least from an urban perspective. The residents in communities outside major cities are accused to be a threat to a modern liberal lifestyle, supporting right wing populists, Brexit and Trump, to name a few of the stereotypes used in urban writers reflections on rural people. In the food area, however, rurality is generally a good thing. Traditional, small scale agriculture and food production encapsulates values on display at many dinner tables of the upper middle urban class. This has lead to new business opportunities for rural actors. Some has tried to take the idea of the farm shop to the city. But what happens when the products enter new contexts? The material for the paper is observations and interviews with retailers in southern Sweden who have established "farm shops" in urban areas. How do they market the rural values of their merchandise? How do they perceive the consumers reasons for visiting farm shops in the city? The theoretical perspective is a retake on the life mode analysis developed in the 1970s to investigate its relevance for the 21<sup>st</sup> century.

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Biographical data: Håkan Jönsson is associate professor in European Ethnology at Lund University, Sweden. He has conducted research on food, meals and consumption in Scandinavia. Involved in several applied cultural analysis projects encompassing food concept development, regional foresight and culinary tourism. Co-chair of the SIEF Working Group on Food Research.