

The Department of Sociology and Anthropology presents the fourth in the 2024-2025
SOAN Seminar Series

Mythmaking in the Global Cultural Economy of “Superfoods” Re-Producing Avocado’s Symbolic Value in Southern Turkey

Baran Karsak

Sociology and Anthropology, University of Guelph

This talk will focus on the cultural and symbolic aspects of making foods into “superfoods” within the context of a neoliberal and global agri-food regime. It will first consider consumption-side approaches to explaining superfoods. Then, using the case of Turkey’s avocado producers, it will point towards the need to place consumers and producers on equal cultural footing, across the global North/South divide, for a more complete understanding of how and why superfoods emerge as a 21st century phenomenon.

Dr. Baran Karsak is a Postdoctoral Scholar in the Department of Sociology and Anthropology at the University of Guelph. He holds a PhD degree in Sociology from Northeastern University, and his research focuses broadly on the sociology of food & agriculture.

Thursday January 16, 12.00-13.00

MCKN 621 (6th floor, next to the elevators)

ALL WELCOME!



DEPARTMENT OF
**SOCIOLOGY AND
ANTHROPOLOGY**

Sponsored by the Department of Sociology and Anthropology. Please direct any queries to Prof. Mervyn Horgan (mhorgan@uoguelph.ca)