Restructuring Global and Regional Agricultures
Transformations in Australasian agri-food economies and spaces

Edited by
DAVID BURCH
Griffith University, Australia
JASPER GOSS
Griffith University, Australia
GEOFFREY LAWRENCE
Central Queensland University, Australia

Ashgate
Aldershot • Brookfield USA • Singapore • Sydney
Contents

Figures and tables viii
Notes on contributors xi
Foreword xvii

PART I: THE CONTEMPORARY DYNAMICS OF GLOBAL AGRI-FOOD RELATIONS

1 Virtual capitalism and agri-food restructuring
   Philip McMichael 3

2 Switzerland’s billabong? Brand management in the global food system and Nestlé Australia
   Bill Pritchard 23

3 An apple a day: Renegotiating concepts, revisiting context in New Zealand’s pipfruit industry
   Megan McKenna, Michael Roche and Richard Le Heron 41

4 New Zealand’s organic food exports: Current interpretations and new directions in research
   Hugh Campbell and Brad Coombes 61

5 The organic manifesto: Organic agriculture in the world food system
   Andy Monk 75

6 An end to Fordist food? Economic crisis and the fast food sector in Southeast Asia
   David Burch and Jasper Goss 87
PART II: RESTRUCTURING WITHIN AUSTRALIAN AND NEW ZEALAND AGRI-FOOD SYSTEMS

7 Capitalism, the state and *Kai Moana*: Māori, the New Zealand fishing industry and restructuring
   *Khyla Russell and Hugh Campbell*
   113

8 Economic restructuring and neo-liberalism in Australian rural adjustment policy
   *Vaughan Higgins*
   131

9 The restructuring of industry-based agricultural training in New Zealand
   *Ruth Schick and Ruth Liepins*
   145

10 Discourses of community and dairy company amalgamations in Taranaki, New Zealand
   *Carolyn Morris*
   163

PART III: AGRICULTURAL POLICY AND POLITICS IN AUSTRALIA AND NEW ZEALAND

11 Markets as politics: The case of the meat export industry of New Zealand
   *Bruce Macdonald Curtis*
   177

12 Food safety and the New Zealand dairy industry: The politics of Stolle hyperimmune milk
   *Christina I. Baldwin*
   189

13 Fertiliser and sustainable land management in pastoral farming, Northland
   *Greg Blunden and Ben Bradshaw*
   203

14 Doing good, doing harm? Public debate about Rabbit Calicivirus Disease in New Zealand
   *Gerard Fitzgerald and Roger Wilkinson*
   221
15 Hiring labour for sugar harvesting: Farmers, farm workers and sub-contractors
   Michael Finemore and Jim McAllister 237

PART IV: THEORISING KEY CONCEPTS IN AGRI-FOOD RESEARCH

16 'Feed the man meat': Gendered food and theories of consumption
   Stewart Lockie and Lyn Collie 255

17 Contract farming in the New Zealand wine industry: An example of real subsumption
   Jason Mabbett and Ian Carter 275

18 An Action Learning approach to grower-focussed change: Research among cotton producers in Queensland
   Geoffrey Lawrence, Melissa Meyers, Stewart Lockie and Richard Clark 289

19 The discourse of sustainable development and the Australian sugar industry: A preliminary analysis
   David Grasby 307

Index 317