



Workshop 2.4: Farming's relation to unconscious systems: Pictures, images and symbols for (non-) sustainable futures – Suggestions and projections from outside

Convenors: **Otto Schmid, Nikola Patzel, Thomas Lindenthal and Flurina Schneider**

The image of agriculture in Germany: An empirical survey and structural equation model

Simone Helmle

Department of Agricultural, Communication and Extension Universität Hohenheim, Germany

For the vast majority of people, everyday life appears to be far removed from farming. Their image of agriculture tends to be determined by one-off observations or experiences of farm life rather than by any informed knowledge of agriculture. How, then, do people perceive agriculture? This question is addressed using a structural equation model based on an empirical study of people's image of agriculture. Using a standardized questionnaire, 600 adults, selected randomly throughout Germany, were interviewed in 2007. The model reveals the inter-relationships between the constructs 'citizens' direct contact to farmers', 'mass media representations', 'closeness to agriculture' and 'image'.

Which place for sustainability commitments in the marketing's documents of grass-based quality food products from Auvergne?

Armelle Caron, Camille Buissier, Sophie Woelhing and Stéphane Ingrand

AgroParisTech, UMR Métafort, France

The content of French Auvergne Region grass-based quality food products' marketing documents was analysed to study how new consumer's expectations are taken into account by the stakeholders, and more especially how they transpose the farm realities within the marketing key-elements. Pictures of landscapes (particularly meadows) play a key-role, as a link between the product and the territory which it originates. The product is the main element of the message and is often "oversized". The agricultural "footprint" of the product is not widely represented; farming practices are missing. This may lead to maintain the misunderstanding between consumers and farmers.

Les Jardins partagés in Paris: cultivating visions and symbols

Monica Caggiano

Istituto Nazionale Economia Agraria (INEA), Italy

The paper suggests some reflections emerged from a field research on the "Jardins Partagés" (JP) in Paris: community gardens set up and animated by local associations on small public plots. JPs are crossroads of symbols that, more or less consciously, influence behaviours and potential changes. The JPs' role exceeded the simple "way for people to get down in the dirt". They became real social and cultural hubs, that create a sort of V-effekt (Verfremdungseffekt) used in the Brecht's theatre to promote social change. Equally, the JPs could suggest scenarios for sustainable futures, promoting a community management of public good.

Unconscious systems in agricultural practice: Metaphors in climate discourse

Therese Asplund

Centre for Climate Science and Policy Research, Linköping University, Sweden

Climate change and communication of climate change are recognized as crucial components influencing agricultural development. The aim of this paper is to explore metaphors and values in media reports on climate change. Through a critical discourse analysis of the two largest Swedish farm magazines over the period 2000-2008 this study identifies that 1) greenhouse, war, game and motion metaphors were the most frequently used metaphors in the data corpus 2) the metaphors highlight certain perspectives while hiding others. The paper concludes with a discussion on how unconscious systems like metaphors and values may be related with agricultural adaptation and mitigation.



Workshop 2.4: **Farming's relation to unconscious systems: Pictures, images and symbols for (non-) sustainable futures** – Images working session with participants

Convenors: **Otto Schmid, Nikola Patzel, Thomas Lindenthal and Flurina Schneider**

Images becoming symbols for individual pathways in sustainable agriculture – Practical testing of a methodology in a workshop

Otto Schmid and Nikola Patzel

FIBL, Research Institute of Organic Agriculture,
Switzerland
and

Associated with FiBL, Switzerland; and
Germany

The aim of the workshop is to confront ourselves to a variety of images relatable to personal aims and attitudes. Our image collection is made as a help to find individually suitable and meaningful ways in sustainable agriculture. And to see value conflicts or discrepancies. In this, we continue a method development started by Bioland Association (Germany) for advisory purposes. Symbolic images are commonly used in marketing but are not really explored as a source for ethical orientation and strategic planning for farmers, advisors and researchers. A further developed methodology and systematic, how to use pictures is proposed



Workshop 2.4: **Farming's relation to unconscious systems: Pictures, images and symbols for (non-) sustainable futures** – Images and symbolic ideas of farming of non-farmers and farmers

Convenors: **Otto Schmid, Nikola Patzel, Thomas Lindenthal and Flurina Schneider**

Occurrence, function and meaning of symbols in agriculture

Nikola Patzel

Associated with FiBL, Switzerland; and Germany

Symbols can be seen as bridges between our conscious mind and the unconscious. They are interface phenomena, which cannot be fully integrated in one involved part, as our consciousness, alone. Thus, interpreting symbols needs inner experience as well as thorough differentiation of the ambiguous potentials they are expression of. Agricultural systems are full of symbols. Also modern scientifically and industrially drawn systems, but there we are normally not keyed to understand their function and meaning. Examples from past and present and interpretation hypotheses will be given. It is an aim to support appropriate relations to unconscious (natural-spiritual) systems in agriculture.

Values and value conflicts – Images and symbolic ideas as starting point for strategic planning in advisory and research work

Otto Schmid, Nikola Patzel, and Jan Plagge

Research Institute of Organic Agriculture (FiBL), Switzerland

Values and value conflicts play an important role in organic farming. In discussions about the future way to go unconscious systems in human behaviour should be taken into account. Pictures, images and symbols are commonly used in marketing but are not really explored as a source for ethical orientation and strategic planning for farmers, advisors and researchers. Experiences with the use of images and pictures in discussions with farmers and researchers and in advisory work (example of Bioland), about desirable sustainable futures will be reported. A further developed methodology and systematic, how to use pictures is proposed.