Comment Form 【FR3】

February 14, 2019

Title of the Project	**Lifeworlds of Sustainable Food Consumption and Production: Agrifood Systems in Transition**		
Research Term	**FR3**	**Project Leader**	**Steven McGreevy**

General advice and comments of the EREC:

The Committee noted with approval that the FEAST project has evolved considerably and that the major lines of action have become visible where before the overriding impression was one of a bewildering variety of activities. The locally grounded participatory research is now well contextualized in the larger issues at stake and embedded in relevant literatures. While the primary emphasis seems to be on consumption, the project deftly straddles the consumption and production domains.

During the workshop, there was some discussion of the limitations of micro-level action research to achieve an impact on a larger scale. It was suggested that the type of localized initiatives FEAST promotes might be seen as marginal to mainstream food provisioning systems. The point that most food in the world is produced by small-scale cultivators is well-taken, but this still leaves the issue of how to influence the wider corporation-dominated political economy of the provisioning system.

The conceptualization of the project's approach to behavior change may need to be elaborated further. This may be related to the fact that the project mostly addresses one aspect of lifeworlds, food, instead of their complex experiential totality.

A lingering concern is that, with the project teams busily immersed in facilitating real-world change, the research elements remain somewhat hard to discern. What kind of key general lessons are to be developed from the action research? It will be important to clearly identify the concrete expected research outputs and ensure during the remaining two years that these are realized. Similarly, but more broadly, what real-world outcomes can be reasonably achieved during the project's timespan?