

Media Release

March 16, 2015

Science and Technology Studies Annual Lecture March 19 at 7 pm
“In Labels We Trust: Examining the Science, Regulation and Marketing of Food”
by Dr. Irena Knezevic, Carleton University

Understanding information on food packaging is the hallmark of wise consumerism, but is there more required to be food literate?

Dr. Irena Knezevic will deliver “In Labels We Trust: Examining the Science, Regulation and Marketing of Food” as part of the Science and Technology Studies annual lecture at St. Thomas University. The lecture will take place on Thursday, March 19 at 7 pm in Brian Mulroney Hall, room 101.

In her lecture, Knezevic will discuss the complicated world of food labelling and certification, to explore what role they play in our search for nourishment, health and sustainability.

“North American consumers have access to unprecedented volumes of scientific information about healthy eating and sustainability of food production. However, the prevalence of diet-related disease alone suggests that we may not be very good at making sense of all that information,” Knezevic said.

“Labels are meant to help us with this, but sometimes they seem to confuse us even more, and to further alienate us from our food, the places where it’s grown and the people who grow it.”

Knezevic is an assistant professor of communication, culture, and health at Carleton University. She is interested in food systems, food labelling, health communication and advertising, health equity, informal economy in everyday practices, and the discourse of food and health regulations.

She has published work on food labels, genetically modified food, geographical indications and terroir, hunting and the food system, public relations firms and agri-business, and more generally on economic globalization.

She is one of the founding members of the Canadian Association for Food Studies and is collaborating with the Nourishing Communities research collective and Project SOIL: Shared Opportunities on Institutional Lands.

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