

# **GEOGRAPHISCHES KOLLOQUIUM DER UNIVERSITÄT GÖTTINGEN**

**Einladung zum Vortrag am 25.04.2017 um 16 Uhr ct im  
Kleinen Hörsaal des Geographischen Instituts (MN 09)**

**Prof. Dr. Sandra Kurfürst**

**Juniorprofessur „Cross-Cultural and Urban Communication“  
Institut für Süd- und Südostasienstudien Universität zu Köln**

**Urban Gardening in Vietnam: Ernährungsgewohnheiten und  
Nahrungsmittelversorgung der Mittelklasse**

**Urban Gardening and the middle class: Reevaluating foodways in urban Vietnam**

In Vietnam, people are increasingly concerned about the absence of food standards and the danger this poses to their families' health. In Hanoi, urbanites are in search of clean and safe vegetables. Using results from fieldwork in Hanoi, this paper presents three strategies members of the urban middle-class use to ensure food safety in the fresh produce they eat. They rely on trust-based strategies, when maintaining their daily practice of buying from local vendors or receiving their fresh food supply from relatives and friends residing in the countryside. In addition, urbanites are increasingly cultivating herbs and vegetables at home in roof top gardens or on fallow urban land. From the analysis of these strategies two main arguments are developed: First, by embedding the supply with fresh produce in social relationships and growing food at home urbanites actively shorten agricultural wholesale commodity chains. The value of vegetables and herbs in urban Vietnam is no longer solely determined by the monetary exchange value, but is assigned with a social exchange value. Accordingly, the paper argues that the commodity of fresh vegetables is being taken out of its commodity sphere, thus signifying the beginning of a process of singularization (Kopytoff, 1988). Second, in the light of food safety rural-urban relations are reevaluated. Urbanites adopt rural practices when cultivating vegetables in the city, creatively employing the urban built environment. The paper concludes that this identifies an affirmation of urban life and urbanites social creativity in dealing with the challenges and contingencies of the city

***Der Vortrag findet in deutscher Sprache statt.***

***Im Namen des Vorstandes des Geographischen Instituts lade ich sie herzlich zu  
diesem Vortrag des Geographischen Kolloquiums ein.***

***gez. Ch. Dittrich***