

Table of Contents

Introduction	iii
Tasting Territory: Imagining place in Australian native food packaging <i>Charlotte Crow</i>	1
<i>Sotetsu</i> Heritage: Cycads, sustenance and cultural landscapes in the Amami islands <i>Philip Hayward and Sueo Kuwahara</i>	26
Coles, Woolworths, and the Local <i>Sarah Keith</i>	47
Exploring the Market Potential of 'Local' in Food Systems <i>David Pearson and Alison Bailey</i>	82
A Pie Cart Story: The longevity of a vernacular fast food eatery <i>Lindsay Neill, Claudia Bell and Nigel Hemmington</i>	104
From Bananas to Biryani: The creation of Woolgoolga Curryfest as an expression of community <i>Lisa Milner and Mandy Hughes</i>	119
Make or Break: Building chefs in Sydney food media <i>Nancy Lee</i>	140
About the Authors	160