

# INTRODUCTION

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In November 2011, at the inaugural conference of the Regional Food Research Network of Australasia (RFRNA), Professor Elspeth Probyn officially launched *Locale: the Australasian-Pacific Journal of Regional Food Studies*. It was an exciting and rewarding event, showcasing the incredible array of food research from across the region, from both conference participants and *Locale's* contributors. Indeed, both the conference and this journal are a tribute to Southern Cross University's School of Tourism and Hospitality Management: in its commitment to strengthening research in this field, in this region, it has made a timely and worthwhile investment.

Thematically, this second issue of *Locale* is similarly diverse. In 'Tasting Territory', Charlotte Crow considers the problematic use of *terroir*-sounding descriptors on native food packaging—a marketing exercise that is neither innocent nor reliable. In 'Sotetsu Heritage', Philip Hayward and Sueo Kuwahara investigate changing conceptions around the consumption of *sotetsu* in areas of southern Japan, and in turn construct a nuanced (and surprising) history of its social meanings. Two articles in this issue discuss the complex frameworks within which local foods are sold. In 'Coles, Woolworths, and the Local', Sarah Keith takes stock of how the 'big two' grocery giants dominate food retail in Australia, and considers the implications of this for the 'local'—in terms of producers, food options, and communities. David Pearson and Alison Bailey, in 'Exploring the Market Potential of "Local" in Food

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Systems', compare the Australian retail scene (in terms of a market for local foods) with that of the UK, and detail the operational and definitional challenges therein. Two articles spotlight the power of food to energise and identify a local community: Lindsay Neill, Claudia Bell and Nigel Hemmington show how Auckland's iconic pie cart, the White Lady, has contributed to the city's streetscape and late-night culture; while Lisa Milner and Mandy Hughes explain the growth and appeal of Curryfest in Woolgoolga, on the northern coast of New South Wales. Finally, in 'Make or Break', Nancy Lee takes a look at the contemporary dining scene in Sydney, and shows how—in the subtle interplay between old and new media, a vibrant food culture takes shape.