Table of Contents

Introduction iii

Tasting Territory: Imagining place in Australian native food packaging 1
*Charlotte Craw*

*Satetsu* Heritage: Cycads, sustenance and cultural landscapes in the Amami islands 26
*Philip Hayward and Sueo Kuwahara*

Coles, Woolworths, and the Local 47
*Sarah Keith*

Exploring the Market Potential of ‘Local’ in Food Systems 82
*David Pearson and Alison Bailey*

A Pie Cart Story: The longevity of a vernacular fast food eatery 104
*Lindsay Neill, Claudia Bell and Nigel Hemmington*

From Bananas to Biryani: The creation of Woolgoolga Curryfest as an expression of community 119
*Lisa Milner and Mandy Hughes*

Make or Break: Building chefs in Sydney food media 140
*Nancy Lee*

About the Authors 160