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MCHERITAGE: BRANDING IDENTITY IN AN AGE OF UNIFORM TASTE

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Both activism and food are important phenomena for understanding social relations and their multiple power implications. The study of “food” is a starting point for questioning who (and why) cooks, who plants, who serves themselves (or is served) first, who decides what will be put on the table, what is planted (and how), and how family and community relationships are built in local spaces. Meanwhile, through the observation of food activism, it is possible to understand certain political mobilizations that demand change and question dominant forces. The Plant-Based Universities movement works with universities in 11 European countries, aiming to implement a 100% plant-based diet. It advocates for a just and sustainable transition as a way to respond to the climate emergency and mitigate global warming. Another similar movement, this one in the Vale do Taquari, RS, Brazil, the “Missão Sementes de Solidariedade” (Seeds of Solidarity Mission) works to promote care for the land and the environment,

fostering healthy food systems that consider food sovereignty, that is, food as a right, involving issues of power and autonomy. Taking these two examples of activism into account, we seek to identify similarities and differences in their modes of action, considering the perspective of food localism, the focus on consumption, the mode of food production, and concern for climate emergencies. Based on this comparative study, we conclude that both movements are oriented toward climate emergencies. Their main difference lies in the local and producer-focused approach of the Seeds of Solidarity Mission, in contrast to the globalist, consumption-oriented nature of the Plant-Based Universities movement.

Palavras-chave: food activism; plant-based universities; seeds of solidarity mission; climate emergency; food systems.