

Between Supermarket and Ecological Luxury

Pavel Klvač, Zbyněk Ulčák
Department of Environmental studies
Faculty of Social Studies, Masaryk University
Brno, Czech Republic
klvac, ulcak@fss.muni.cz





OVOCE-ZELENINA

Roman HLEDÍK

... z celého světa ...









313



Food self-supply in modern household:

- economic reasons
- leisure activity
- tradition + social control
- food of known origin
- social life

Predatory x ecological luxury

(Librova, 2003)

Predatory luxury –

tends to appropriate everything rare for its own use, may seem to respect nature

Ecological luxury –

small footprint, soft technologies, reflects intrinsic values, altruism

Keeping a pig:

- Old tradition
- Collective farming (1950-1989)“ - „one hog per person“ („Central Direction for Agricultural Products Purchase“ decree No. 48/1963
- 4 000 000 pigs slaughtered commercially
- 450 000 house-slaughtered pigs – what luxury??

Pig roast = social event



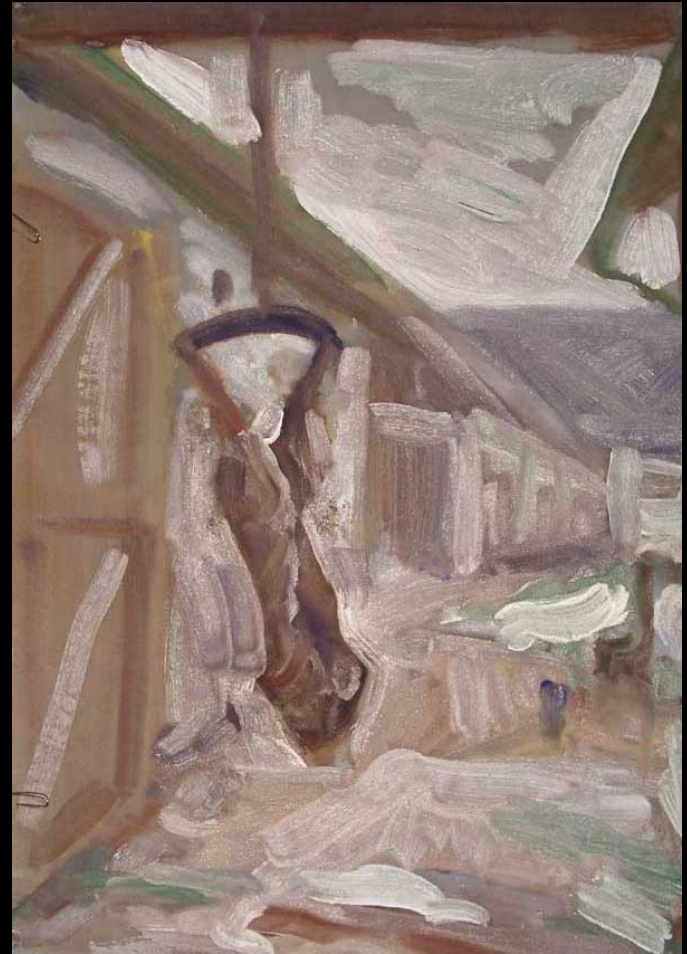
Inspiration...?



..and this...?



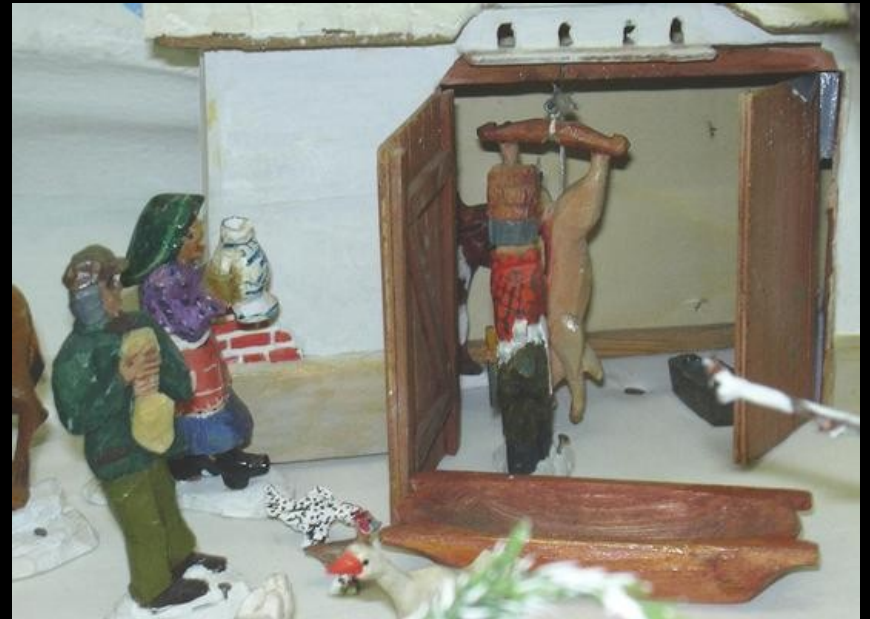
Art



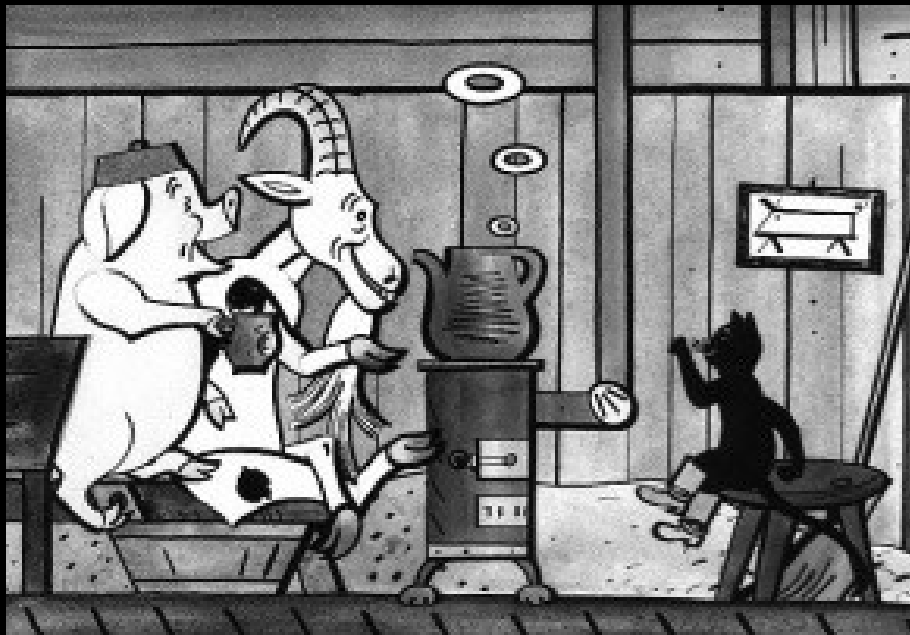
Art



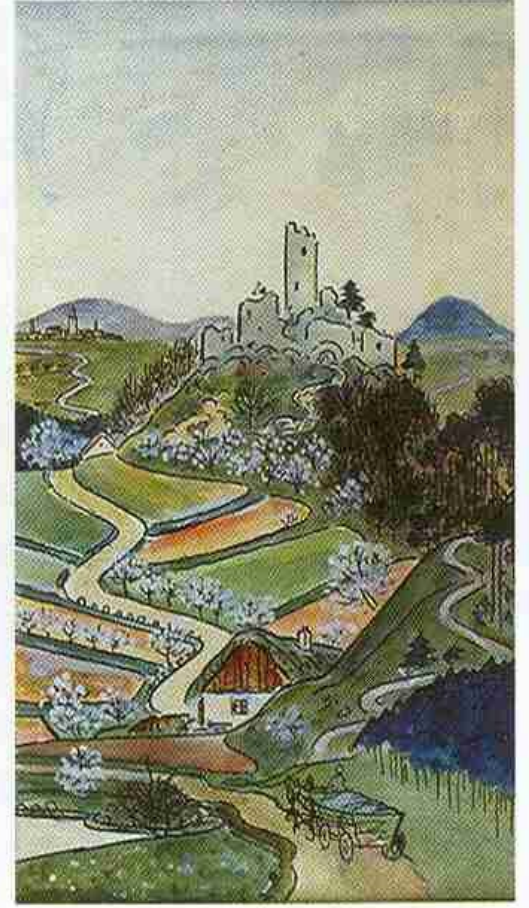
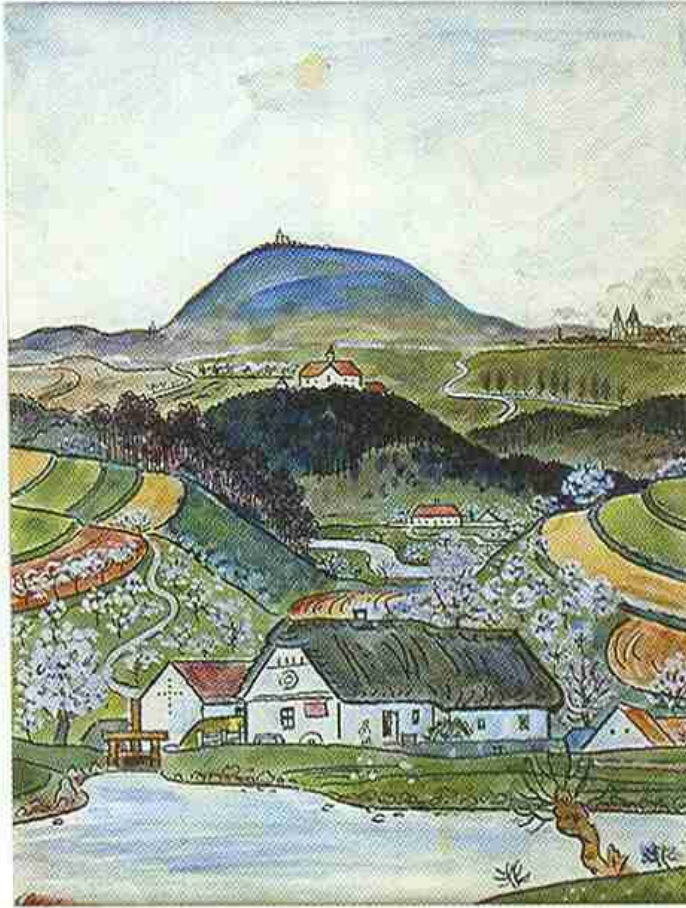
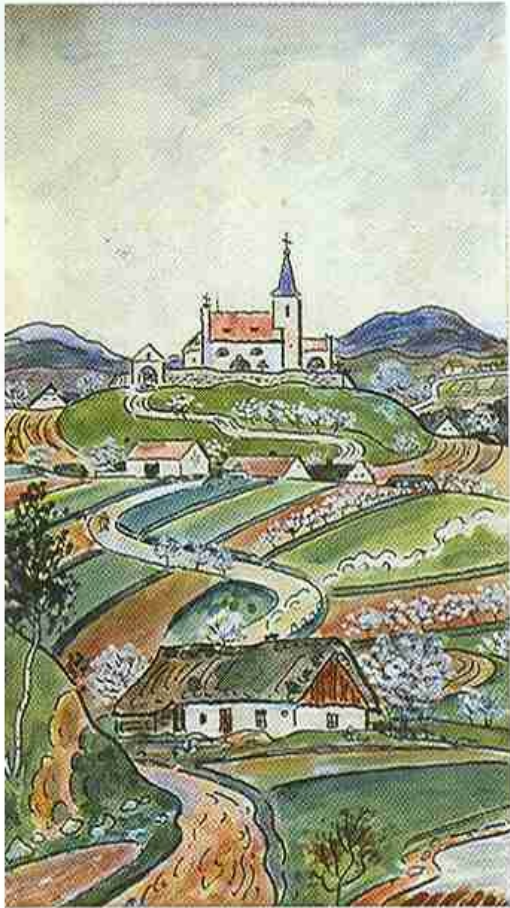
Folk traditional art



Josef Lada (1887-1957)



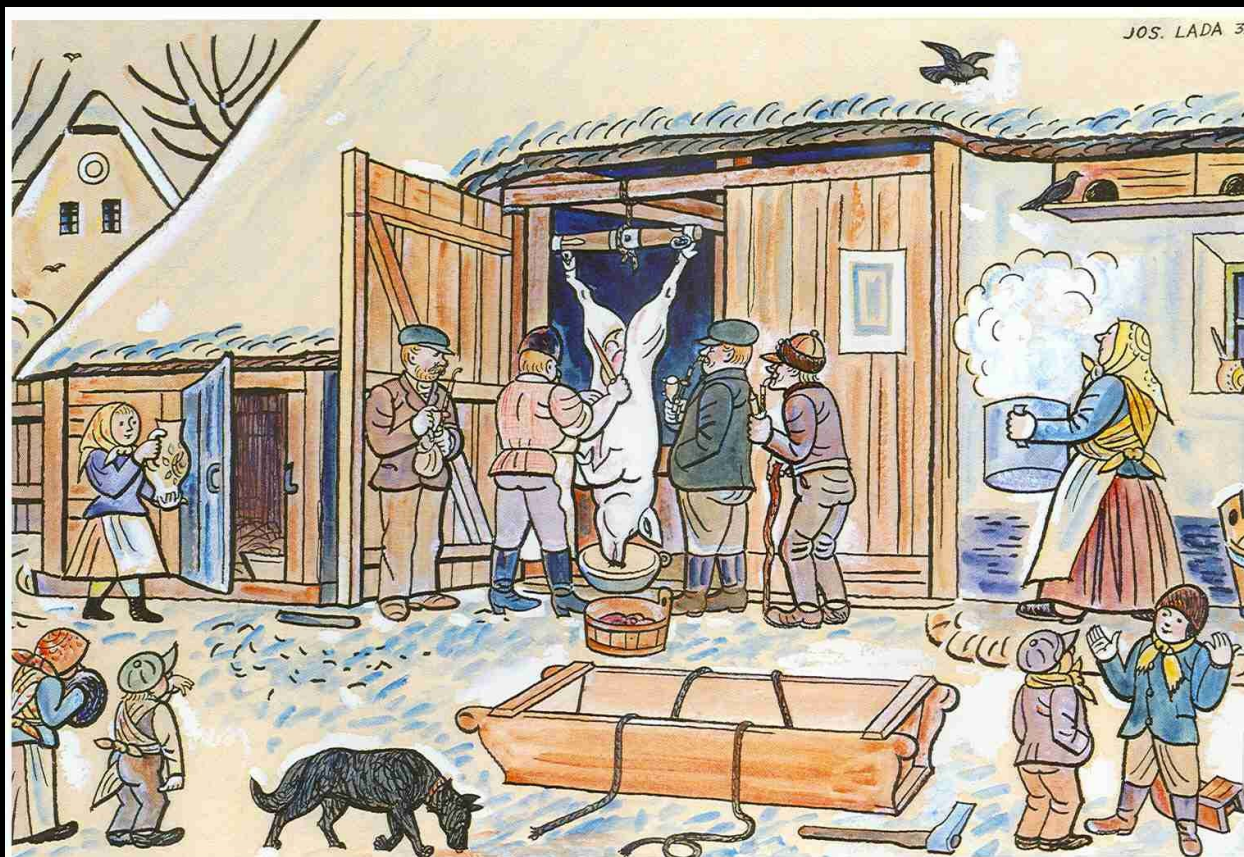
Josef Lada



Josef Lada



Josef Lada - 1935



Josef Lada: Zabijačka, 1935
Národní galerie v Praze

Instrumental animal – more strongly transformed into objects than others – function, size, appearance etc. (Schwabe et al., 2005)

Czech pig – death + products – basis of its instrumentality



Animal husbandry

Conventional farming – highly criticised, but buying pigs anyway

Household – ideation value of good quality meat – happy life (straw bed, home grown potatoes, cereals)

Organic – „household reaches its quality“ ...in fact – poor housing, not informed care



Conclusions

- „home made“ products and a whole social evening is a label – false idea of ruralness
- label roots in cultural traditions – pigs as instrumental animal
- household pork – more of predatory luxury, not respecting extrinsic and intrinsic values of the animal

















Thank you

