Broiler Chickens & *Jidori* Traditions: Everyday Practices of Eating Chicken Meat in Japan

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Over the past half-century, Japanese chicken meat consumption increased six times over. In 2012, chicken surpassed pork to become Japan’s most widely consumed animal meat. My research focuses on Japanese chicken meat and reveals how the tension between consumer anxiety and trust is reshaping food systems in the Global North. As industrialization intensifies, consumers experience greater social anxiety from food. In Japan, anxiety from chicken is associated with imported chicken meat and outbreaks of avian influenza. Many standards and brands are employed to distinguish between different types of domestic chicken meat and inspire consumer trust. The upstream differences in production are lost on most consumers whose everyday practices of eating are shaped by limited resources of time, care, and money. In 1999, the Japanese government introduced JAS *Jidori*, which sets minimum standards for production methods and also requires the incorporation of native Japanese breeds. Despite quickly becoming representative of premium chicken meat in Japan, there remain significant differences between JAS *Jidori* brands and disagreements over a 2015 revision to the standard.

Wed., Sept. 13th, 2017
3:00 - 4:15 pm
Tokioka Room (Moore Hall 319)

Light refreshments will be served after the lecture