

**Table 1.1** *Features of the Productionist paradigm*

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| <i>Drivers</i>                   | commitment to raise output; immediate gains sought through intensification  |
| <i>Key food sector</i>           | commodity markets; high-input agriculture; mass processing for mass markets   |
| <i>Industry approach</i>         | homogeneous products; pursuit of quantity and productivity (throughput) over quality                                |
| <i>Scientific focus</i>          | chemistry + pharmaceuticals   |
| <i>Policy framework</i>          | largely set by agriculture ministries; reliance on subsidies  |
| <i>Consumer focus</i>            | cheapness; appearance of food; homogeneous products; convenience for women; assumes safety of foods                 |
| <i>Market focus</i>              | national markets; emergence of consumer choice; shift to branding   |
| <i>Environmental assumptions</i> | cheap energy for inputs and transport; limitless natural resources; monoculture; externalization of waste/pollution |
| <i>Political support</i>         | historically strong but declining, as reflected in policy battle over subsidies                                     |
| <i>Role of knowledge</i>         | agroeconomists as important as scientists   |
| <i>Health approach</i>           | marginal interest; assumes that health gains follow from sufficiency of supply                                      |

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