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Articles

Producing Markets, Producing People

Local Food, Financial Prosperity and Health in Samoa

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1. The “NCD crisis”. We find that the concept of NCDs reifies the distinction between infectious diseases and non-communicable diseases (see Ferzacca 2014; Wiedman 2012).

2. Across the Pacific, starchy crops are “considered satisfying (like a Western “meal”) only if ... served with one of a number of accompanying dishes” (Pollock [1992](#): 29). These complementary foods are the main meal of the day in the evening, although “leftover” starchy foods are often eaten for lunch. Other food items, while considered edible, including fruits, fruit soups and, today, sandwiches, processed snack foods and instant noodles, can be eaten anytime but are not essential to mealtimes nor are they considered “real” food (Pollock [1985](#)).

3. The food actors also focused on the geopolitical position of Samoa in exacerbating issues of price and supply. Samoa is a small, geographically distant market with a highly price-sensitive economy. The food actors felt at the mercy of the global food system. Shipping and transportation costs, import duties, as well as trade relations of larger industrialized markets were all cited as common challenges for supplying Samoa with affordable healthy foods. Samoa’s participation in the global market was portrayed as constraining the local Samoan market in unhealthy ways by creating trade barriers, while unhealthy foods were dumped on its shores. Representing this global market, they felt, was “a large contingent of Chinese” shop owners, who were seen as intent on “using and abusing society.” Embedded in this view is a much deeper racialized sentiment against the Chinese “Other foreigner” in Samoa, specifically the recent influx of new Chinese migrants who have begun to move into the local business scene. These new entrepreneurs were often portrayed as shrewd capitalists neglecting “the Pacific way” and to symbolize the market.

4. At the time of the study, the price of a kilogram of rice was US\$2.22.

5. Interest in the market was also mentioned —although

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