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SHIOLOGY NEWSLETTER

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Editor's Note

This issue of Shiology Newsletter presents new international collaborations, expert perspectives, and conceptual developments that continue to expand the academic discourse of Shiology. Readers will discover opportunities to participate in the 2026 Food Film Menu competition organized by International Institute of Gastronomy, Culture, Arts and Tourism; reflections from Parviz Koohafkan at the 5th World Shiology Forum; an expert interview with Gianluca Brunori; and an introduction to the Shiology concept of "Eatology."

This edition also acknowledges the valuable scholarly contributions of Milan Vemic and Christina A. Gabrillo in supporting the peer review process for Shiology-related Wikipedia entries.

We warmly invite readers not only to explore these discussions, but also to engage actively with the broader international dialogue surrounding food systems, sustainability, and Shiology research.

Editorial Team
Shiology Newsletter

News and Updates

Telling Food Stories Through Film — Food Film Menu 2026 Global Call for Submissions



The World Shiology Forum is supporting the promotion of Food Film Menu 2026, an international short-film competition organized by International Institute of Gastronomy, Culture, Arts and Tourism. The initiative invites filmmakers, researchers, and audiences worldwide to explore the cultural, social, and environmental dimensions of food through visual storytelling.

Founded by IGCAT, the annual competition highlights short films addressing culinary heritage, sustainable food practices, food education, and the evolving relationship between food and society. Each year, a professional jury selects up to fourteen films for international online screening, while audiences participate in determining the "Audience Favorite" award through global voting.



The 2025 Food Film Menu Awards Ceremony, Gozo Island, Malta.

The 2026 Submission Categories include: Regenerative Pathways; Feeding the Planet; Educating for Our Future; Culinary Journeys; Innovation, Creativity, and Entrepreneurship; Food Heritage and Traditions.

Submission Deadline: June 29, 2026 | Max Film Length: 5 minutes |

Languages: Any, with English subtitles

Selected films may be screened at international festivals and cultural events across Europe and other regions, further expanding global dialogue on food culture and sustainability.

Learn More & Submit:
https://www.foodfilmmenu.org/

Voices from the Global Community

At the 5th World Shiology Forum, Parviz Koohafkan, President of the World Agricultural Heritage Forum, delivered an address on the relationship between agricultural heritage systems and food heritage.

He emphasized that contemporary food systems face mounting pressures arising from urbanization, population growth, industrialized



diets, and environmental degradation. According to Koohafkan, sustainable food systems must remain human-centered, socially inclusive, environmentally resilient, and economically viable for smallholder farmers. He further stressed the importance of preserving indigenous knowledge, strengthening local food networks, and reconnecting producers directly with consumers.

Particular attention was given to the Food and Agriculture Organization's Globally Important Agricultural Heritage Systems (GIAHS) programme, established in 2000 to safeguard traditional agricultural systems shaped through long-term human–environment interaction. Today, more than 100 GIAHS sites have been recognized worldwide.

Following his retirement from FAO, Koohafkan established the World Agricultural Heritage Foundation to support family farmers and promote sustainable food systems through heritage conservation, niche markets, rural tourism, and digital initiatives such as the Ag Legacy platform.

His broader vision advocates an integrated relationship between nature, culture, and community as the foundation for resilient and equitable food futures.

Read more:

http://www.shiology.world/a/yingwenban/diwujieshijie/luntanshipin/

Expert Interview

Gianluca Brunori, Professor of Agricultural Economics and Food Policy at University of Pisa, shared his perspectives on the major challenges facing Italy's food system and the importance of integrated governance approaches.

Key Challenges

Sustainability and Biodiversity
Italy continues to face soil degradation, biodiversity loss, and increasing abandonment of agricultural land, particularly in mountainous and hilly regions.

Economic Pressures on Farmers
Financial constraints and market pressures often encourage intensive agricultural practices that may compromise environmental sustainability.

Public Health and Dietary Change
Rising obesity rates, especially among children, reflect broader transformations in dietary habits and the gradual erosion of traditional Mediterranean food culture.

Emerging Responses

Policy and Institutional Support
European policy frameworks increasingly encourage organic agriculture, biodiversity protection, and support mechanisms for small and medium-sized farms.

Health and Dietary Education
Public initiatives promoting the Mediterranean diet emphasize balanced, plant-oriented eating patterns that benefit both human health and environmental sustainability.

The "Three-in-One" Perspective: Eater–Food–Governance
Professor Brunori argued that sustainable transformation cannot be achieved by focusing exclusively on agricultural production or food distribution. Instead, meaningful change requires an integrated framework connecting eaters, food systems, and governance structures.

As he noted, strengthening food education and building a compelling public narrative around dietary behavior are essential to fostering long-term societal change.

Italy's experience demonstrates how policy, education, and culture can collectively shape more sustainable food systems—a lesson with global relevance.

Understanding Shiology

This issue introduces Eatology, a term combining "eat" and "-ology," referring to the study of how eating practices influence health, longevity, and quality of life.

As one of the fifteen third-level subjects within the broader framework of Shiology, Eatology belongs to the domain of "Eater's Need" and aims to promote healthier and more sustainable dietary behaviors.

Community Contributions & Get Involved

Acknowledgements
We thank Professor Milan Vemic (Serbia) and Dr. Christina A. Gabrillo (Philippines) for their valuable peer-review support for the upcoming Wikipedia entry on Shiology, helping strengthen its academic rigor and global relevance.

Contribute to the Global Food Systems & SDGs Report (2026)

Researchers and institutions are invited to nominate experts for the 2026 Global Food Systems & SDGs Report, promoting interdisciplinary dialogue on food systems and sustainable development.

Nominate here or via email:

https://form.jotform.com/260391203248047