ROBYN SHOTWELL METCALFE, PhD

College of Natural Sciences, School of Human Ecology & College of Liberal Arts, School of Architecture

University of Texas at Austin

GEA 317, A2700

Austin, Texas 78712

Robyn.Metcalfe@austin.utexas.edu

[www.foodtracks.net](http://www.foodtracks.net)

www.utfoodlab.com

Twitter: @FoodMiracle

**EDUCATION**

**2003-2010 Boston University,** Ph. D.History—Major: Modern European History; Subfields: 19th Century American History; History of Science and Agriculture; Urban and Transnational History; British History; M.A. History, 2006

**1968-1970** **University of Michigan,** B.A*.,* American Studies; **Bradford College,** A.A., Liberal Arts.

**TEACHING AND PROFESSIONAL EMPLOYMENT**

**2014-Present The University of Texas at Austin, Director, Food+City,** Lecturer, Research Scholar, College of Natural Sciences, The School of Human Ecology, Research Fellow, School of Architecture

**2012-2013 The University of Texas at Austin,** *Lecturer, Research Fellow*, College of Liberal Arts, History Department. Classes taught: Modern European Food History, Modern European Metropolis.

Director, The Food Lab at The University of Texas at Austin; Faculty Advisor, The Food Studies Project at UT. Conference Chair/Organizer, “Food, the City, and Innovation.”

**2011 –2012 The University of Texas at Austin,** *Invited Research Scholar*, Fellowship, Institute for Historical Studies. Fall 2011-Spring 2012, *Lecturer*, European History (Food History, European Cities) Fall, 2012-2013.

**2010-2011 Boston University, Visiting Assistant Professor, College of Arts and Sciences,** History Department.Classes taught:The Historian’s Craft, European History 1900-Present, European Cultural History 1900-1945.

**2004 -2010 Boston University, Instructor, College of General Studies,** Western Civilization, Spring 2010. **Instructor, Teaching Fellow,** Graduate Seminar, Agricultural History, Fall 2007; Teaching Fellow, 2007; Undergraduate Writing Seminar Fellow, 2008; Grader, Teaching Fellow, 2005-2006; Modern European History, Early American History, 2006-2007. (While pursuing a PhD in History)

**1993 – 2003 Founding Director, CEO, Kelmscott Rare Breeds Foundation and Farm,** Lincolnville, ME (1994-2004)

Non-profit organization operating a working farm open to the public; conserved historic breeds of livestock, promoted agricultural biodiversity, and provided public education programs; retail and wholesale meat sales, online store. Featured on TV programs such as Martha Stewart Living, radio programs such as NPR/Living on Earth, and the recipient of design, community, and conservation awards. Membership based organization, grants recipient, over 5,000 annual visitors.

**1970-2007** Instructor, **The American School in Switzerland**, 1970-1971, Lugano, Switzerland, European history for 9th grade international students, all core subjects for the 7th grade.

**Journalist/Non-Profit Trustee.** Arts and Cultural Organizations (including San Jose Repertory Theater, Wang Theater, Battle Roads Farms, Heritage Breed Foundation, Fossil Rim Wildlife Foundation, Women Entrepreneurs, and PC Magazine, San Francisco, CA

Columnist for *Publisher’s Weekly.* (1980-1994), author, *The New Wizard War.*

 **Arthur D. Little, Inc., Management Consultant,**San Francisco, CA

Strategic planning, marketing strategy, financial management of public and private corporations in the US and Europe.

 **Shotwell and Associates, Founder and Partner,** San Francisco, CA,

Market research for the emerging electronic publishing industry. Produced market research reports on educational software and on-demand publishing.

 **Lane Publishing Company, Editor, Production Manager,** *Sunset Magazine and Book Company,* Menlo Park, CA

Wrote and edited four books; managed editorial production for *Sunset Magazine* (1.3 million subscribers).

**GRANTS AND FELLOWSHIPS**

*On behalf of Kelmscott Rare Breeds Foundation for the development and implementation of educational programs:*

United States Department of Agriculture, Libra Foundation, Teach America, and Hamilton Rare Breeds Foundation, MBNA, Key Bank, Camden National Bank, among others.

**PRESENTATIONS AND PAPERS**

American Livestock Breeds Conservancy Conference, “Kelmscott Farm: A Case Study in Agricultural Conservation.” November 2014.

Commencement Address, Principia College, May 2014.

*Tedx Austin*, 2013, Desert Running and A PB&J Sandwich: http://www.youtube.com/watch?v=aKklEFTeLnc

“Victorian Food Markets: Designing the City from the Inside Out.” European Association for Urban History, Prague, August 2012.

“Nineteenth Century Food Flows, Visualize,” International Conference of Historical Geography, Prague, August 2012.

“Victorian Urban Metabolism.” American Society of Environmental History Conference, March 2012

“Nineteenth Century Food Systems: A Search for the Invisible Hand.” University of Texas, Institute for Historical Studies, March 2012

“Global Localvorism: You Are Where You Eat,” Atlantic World Conference, March 2011

“Nineteenth Century Urban Food Markets: The Victorian Environment and Urban Development,” World Congress of Environmental History, Copenhagen, 2009.

“Necessary Cruelty? Routing the Meat Market in Nineteenth Century London,” Animal Studies Symposium, 2009, Michigan State University, 2008.

“Creating A Livable City: The Removal of the Smithfield Live Cattle Market, 1851,” Society for the History of Technology, Lisbon, Portugal, 2008.

“The Removal of the Smithfield Live Cattle Market in 19th Century London,” Future Research in Economic and Social History, Presenter, Fresh Symposium, France, April 2008.

“American Livestock Improvers and Urban Cattle Markets During the 18th Century,” Twelfth International Enlightenment Congress, 2007.

“Problems and Considerations for Teaching Agricultural History” and “American Livestock Improvers and Urban Cattle Markets During the 19th Century,” Agricultural History Conferences, 2007, 2008.

“Nineteenth Century Public Food Markets,” Agriculture, Food and Human Values Conference 2006.

**Has appeared on numerous panels and has given talks related to the history of food and the future of food.**

Radio Interviews:

 Heritage Radio Network: June 2014, Food and Cities

**PUBLICATIONS AND MEDIA INTERVIEWS**

Books:

*Meat, Commerce and the City: The Food Markets in Nineteenth Century London*, Pickering & Chatto Publishers, London, 2012.

*The New Wizard War,* Tempus Books, Microsoft Press, Redmond, WA, 1988

*Local Area Network Directory,* Shotwell and Associates, 1982.

Articles/Reviews:

 Book Review: *Journal of Food and Society*, “Reconnecting Markets: Innovative Global Practices Connecting Small-scale Producers with Dynamic Food Producers,” December 2012.

 Entries for the Encyclopedia of Food, Sage Publishing (to be published in Spring 2015)

 “Fish Stories,” *Meatpaper*, Issue, 19, November 2012.

“Nineteenth Century American Livestock Improvers and the Market,” *The*

*Journal of the History Society*, October 2007.

Dissertation:

“Cash, Commerce, and the City: The Smithfield Cattle Market in 19th Century London” (Dissertation Committee: Dr. Louis Ferleger, Dr. Charles Dellheim, Dr. Brendan McConville, Dr. Harriet Ritvo, Dr. Brooke Blower). I argued that the removal of Smithfield Market was a negotiated enterprise between private and public interests. The market’s relocation provides a case study for the modernization of European cities during this period of rapid technological, social, political, and economic change.

**CONFERENCES (Produced and Organized)**

Food and the City Conference, February 2012, Conference Chair, Boston University

Food, the City, and Innovation, February 2013. University of Texas at Austin, February, 2013

Women and Food, Symposium, January 2014, University of Texas at Austin, January 2014

**RECENT COMMUNITY SERVICE ACTIVITIES**

Food Startup Business Competitions Judge (USC, Rice University)

Boston University College of Arts and Sciences Dean’s Advisory Board. President, President of Gloucester Old Spots Pigs Association

Past Affiliations: Battle Roads Farm, Heritage Breeds Conservancy, American Livestock Breeds Conservancy, Fossil Rim Wildlife Center, Wang Theater, San Jose Theater, various community, publishing, and business associations.

Other: US Team, World Championship Triathlon, Ultra-runner (completed running across four deserts, 2010, Alps and Rocky Mountains, in 2011, Zugspitz Mountain Race, June 2013, Madagascar Ultramarathon 2014); Cordon Bleu certificate (London) 1991.