ROBYN SHOTWELL METCALFE, PhD

History Department, School of Architecture

University of Texas at Austin

1 Univ Sta B7000

Austin, Texas 78712-0220

[Robyn.Metcalfe@austin.utexas.edu](mailto:Robyn.Metcalfe@austin.utexas.edu)

www.foodtracks.net

**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**

**2012-2013 University of Texas at Austin,** *Lecturer, Research Fellow*, History and The Center for Sustainable Development at The School of Architecture.Classes taught: Modern European Food History, Modern European Metropolis.

Director, The Food Lab at The University of Texas at Austin

**2011 –2012 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 Visiting Assistant Professor, Boston University, College of Arts and Sciences,** The Historian’s Craft, European History 1900-Present, European Cultural History 1900-1945.

**2010 Instructor, Boston University, College of General Studies,** Western Civilization, Spring 2010.

**1970-2007** **Instructor, Teaching Fellow,** **Boston University,** 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.

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

**1971 – 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.

**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*

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

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

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

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

**Editor, Production Manager, Lane Publishing Company,** *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 FELLOW**

*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

**PRESENTATIONS**

“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.

**PUBLICATIONS**

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:

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

“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**

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

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

**RECENT COMMUNITY SERVICE ACTIVITIES**

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); Cordon Bleu certificate (London) 1991.