

ROBYN SHOTWELL METCALFE, PhD

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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**, *Lecturer, Research Scholar*, The School of Human Ecology, College of Natural Sciences, Research Fellow, Director and founder, Food+City. Publisher, Food+City Magazine. Producer, The Food Challenge Prize at The University of Texas at Austin.
- 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

The American School in Switzerland, Instructor, 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

1996-2004: United States Department of Agriculture, Libra Foundation, Teach America, and Hamilton Rare Breeds Foundation, MBNA, Key Bank, Camden National Bank, among others.

2020: UT Global Virtual Exchange Grant for course development and implementation

PRESENTATIONS

- Google Food Summit and Accelerators: Presenter, and member of Foodicon Accelerator, 2020-2021
- Food Systems, Keynote, Royal Roads University Business School, 2020.
- "Alimentary Urbanism", Exhibit consultant for Dr. Jesse Cavalier, University of Toronto. 2020.
- "Technology to Sustainably Grow more and Better Food". Austin Forum on Technology and Society, Austin February 2019.
- "The Future of Food/Trust", Keynote speaker, Public Trust Summit, Guelph Ontario, November 2018.
- "Creating New Stories, The Hard and Slow Way" Keynote Speaker, ContentATX 2 September 2018
- "Saving Our Food" Panel discussion, SXSW March 2019.
- "The Future of Eating." SXSW, Austin March 2019.
- "The Future of Food Delivery." SXSW, Austin. March 2018.
- "Technology and Innovation Shaping the Future of Food." Panelist, Spoon University-Brainfood Bites. SXSW, Austin. March 2018.
- "The Future of Food." Lakeway Men's Group. March 2018.
- "Food Waste Reduction." San Antonio Food Bank, March 2018.
- "Smart Distribution Systems." Aglanta Conference. Atlanta, March 2018.
- "How Smart Cities Feed their People." IEEE Conference, Austin, April 2018.
- "The Future of Food." Querencia Barton Creek. Austin, April 2018.
- "Fight Hunger. Spark Change." Walmart Labs. Austin, April 2018.

- “Kelmescott Farm: A Case Study in Agricultural Conservation.” American Livestock Breeds Conservancy Conference, 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 at Austin, 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.

Radio and Podcast Interviews: (Continuation of listings available upon request)

- MIT Press Podcast - Food Routes book discussion April 2019
- KERA-Public Radio - The Upside of Processed, Packaged Foods March 2019
- Science Magazine Podcast - Food Routes book discussion March 2019
- Weekend Edition KUT-NPR - The Chicken is Local, but was it Happy? GPS Now Tells the Life
- Story of your Poultry February 2019
- Statesman Shots, On the Future of Food, 2017
- Heritage Radio Network: June 2014, Food and Cities

PUBLICATIONS

Books:

- *Humans in Our Food*. Foodtracker Press, Austin, TX. 2020
- *Food Routes: Growing Bananas in Iceland and Other Tales from the Logistics of Eating*. The MIT Press, Cambridge, MA/London, England, 2019. Published in Russian, 2020.
- *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.
- *Dear Nana and Friends - Letters from Maine* 1985

Articles/Reviews:

“The Social Cost of Cheap Food” by Sebastien Rioux, Review, Journal of the American Historical Association, 2021.
An Industrialized Global Food Supply Chain Threatens Human Health-Here’s How to Improve It, The San Francisco Chronicle & The Conversation, April 2019.
What does “Local” really mean? And is it really better? The New Food Economy online March 2019.
A Conversation with Food Historian — and Futurist — Robyn Metcalfe, The Boston Globe March 2019
The Life Story of Your Supermarket Chicken: Food Tracking Goes High Tech, The Wall Street Journal Online February 2019.
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 2015.
“Fish Stories,” Meatpaper, Issue, 19, November 2012.
“Nineteenth Century American Livestock Improvers and the Market”,
“What Happened to the Food Industry Last Year,” “The State of Agtech,” “The Coming Food Bubble.”
“Cuba and food: Black Market to Free Market?” Austin-American Statesman, 2015.
“Rice Networks.” Texas CEO, 2016/Sugar & Rice, 2016
“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.

FILMS

The Long Coast, Executive Producer. 2020. Feature documentary film about the seafood industry communities along the coast of Maine. World premiere at the Camden International Film Festival. On the film festival circuit 2021. Recipient of the William W. Warner Beautiful Swimmers Award, 2021.

Two more documentary films in progress. Co-founder of the Wicked Delicate Workshop for documentary film development.

EVENTS (Produced and Organized)

- Future Food Speaker Series, creator and discussion leader, The University of Texas at Austin, December 2018,
- January 2019, March 2019, April 2019.
- 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
- The Food+City Challenge Prize (five years). International food logistics startup competition, three month
- mentorship program, and grants awarded to over 70 startups. Event held at The University of Austin at Texas and
- SXSW.

RECENT COMMUNITY SERVICE ACTIVITIES

Sustainable Food Center Advisory Board Member
University of Texas at Austin Plan II Advisor
Food Startup Business Competitions Judge (USC, Rice University)
Boston University College of Arts and Sciences Dean’s Advisory Board.

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 six deserts, 2010, Alps and Rocky Mountains, in 2011, Zugspitz Mountain Race, June 2013, Madagascar Ultramarathon 2014) and Patagonia Ultramarathon, 2017 ; Cordon Bleu certificate (London) 1991.

Swim Run Otillo Race, Malta, 2019