



# Visualizing the Global Countryside

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The GLOBAL-RURAL project aims to map and visualize the impact of globalization on rural areas to produce a unique online resource

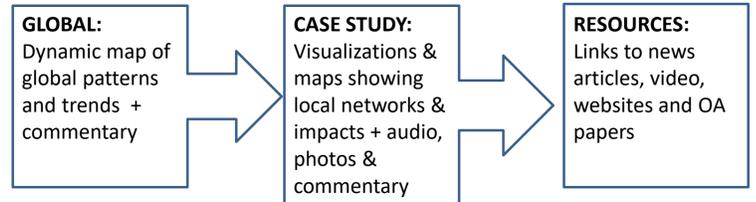
## The Project

The transformation of rural localities by globalization processes has wide-reaching implications for economic performance at regional, national and supra-national scales; dynamics of social cohesion, wealth distribution and global justice; and the capacity of global society to meet 21<sup>st</sup> century challenges of environmental change and resource depletion.

The ERC GLOBAL-RURAL project aims to build understanding of how globalization works through rural localities, re-makes rural places and produces new differentiated geographies. A key strand of the project applies GIS techniques to map globalization processes and networks impacting on rural localities, and to construct narratives of globalization impacts and responses to rural regions. Quantitative data compiled from existing datasets will be analysed through GIS to map and interrogate global flows, networks and structures crossing rural space, both at global scale and in more detail for selected case studies. These data will additionally be combined with both qualitative and quantitative data collected through field research in sites around the world to construct multi-media 'narratives' using text, maps, photographs, film, audio files and geovisualizations to tell 'stories' that illustrate particular aspects of globalization and community impacts and responses.

These will be presented on a high-quality website to be launched in 2015 aimed at promoting public understanding of globalization in a rural context and at providing resources for policy-makers, practitioners, NGOs and community groups.

The GLOBAL-RURAL project started in February 2014 and will run for five years. As the research is in its early stages, this introductory poster illustrates the proposed visualization work using data from previous research.

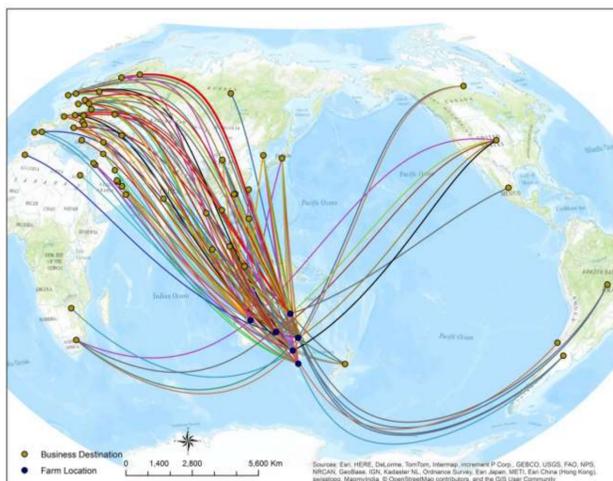


Diagrammatic representation of a 'nested narrative' as proposed for website

## Proposed themes to be covered by Global Countryside website:

- |                                       |  |
|---------------------------------------|--|
| <i>Agri-food commodity chains</i>     | <i>Amenity migration</i>                 |
| <i>Trade and business networks</i>    | <i>Labour migration</i>                  |
| <i>Transnational corporations</i>     | <i>Transport &amp; ICT networks</i>      |
| <i>Foreign direct investment</i>      | <i>Climate Change</i>                    |
| <i>Mining, forestry &amp; fishing</i> | <i>Food, Water &amp; Energy Security</i> |
| <i>Global wine industry</i>           | <i>Conservation</i>                      |
| <i>Land-grabbing</i>                  | <i>Health and biosecurity</i>            |
| <i>International tourism</i>          | <i>Counter-globalization movement</i>    |

Transnational business travel by Australian farmers. (To protect anonymity farm locations are shown centred by state and destinations centred by country)



## Illustration 1: Globally Engaged Australian Farmers

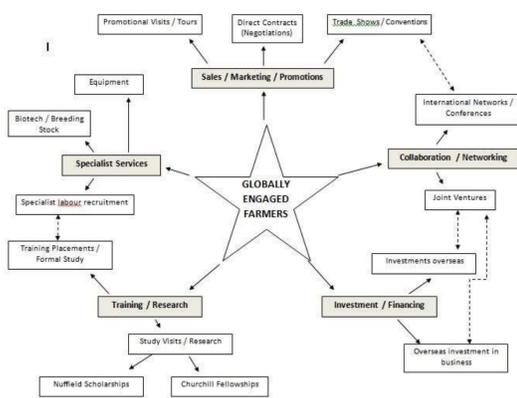
Agriculture around the world has been restructured by integration into global commodity chains, trade flows and corporate networks. Some of the most dramatic impacts have occurred in Australia, where deregulation and the withdrawal of state subsidies has exposed agriculture to raw market forces. Whilst thousands of farms have folded as a result, some entrepreneurial family farmers have responded by developing their own direct export markets, or travelling to study overseas farming innovations, technologies and markets to make their farm businesses more efficient or move into alternative commodities.

The map to the left visualizes data from previous research by Michael Woods with Lynda Cheshire and colleagues at the University of Queensland on 'Globally Engaged Farmers' (funded by the Australian Research Council) to represent the business travel of 19 farmers. This shows the global reach of farmers' travel, but also geographical differences. The most intensive, regular, travel is to Asia, primarily short trips to meet customers, promote products and develop exports markets in China, Taiwan, Japan and Korea. Trips to Europe, Africa and the Americas are less frequent and tend to be more focused on researching different farming techniques, technologies and commodities. The global engagement of farmers hence can take different forms (below left) with different spatial expressions. Yet transnational mobility is a routine feature of these farmers' lives and is important to sustaining their businesses and maintaining their identity as a 'family farmer'.

For more see: Cheshire, L. & Woods, M. (2013) Globally engaged farmers as transnational actors: navigating the landscape of agri-food globalization, *Geoforum*, 44: 232-242.

**'16 countries, more than 100 flights and 12 months of diverse travel'**

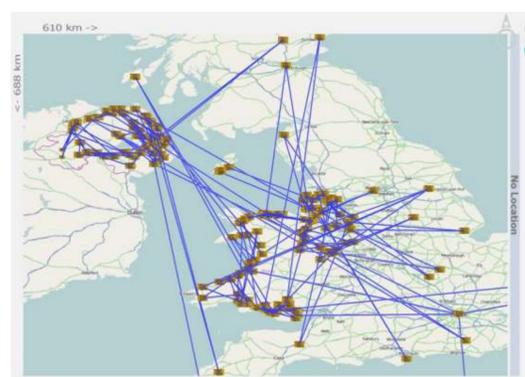
Jennifer Dawson, Australian farmer



## Illustration 2: Transnational Sports Tourism and Biosecurity

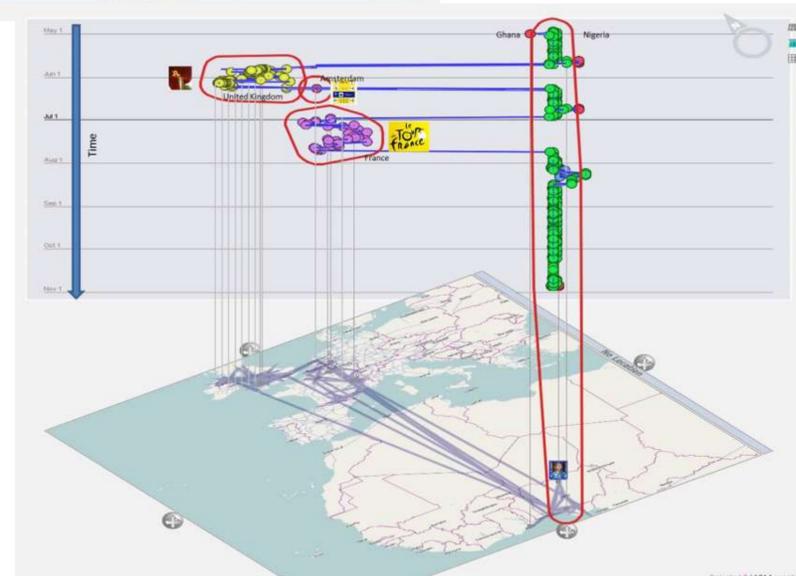
As the significance of agriculture has declined, tourism has become an increasingly important economic activity for many rural areas. The hosting of festivals or major sporting events can be a key strategy used by rural regions to attract international tourists. The maps to the right, produced for Anthonia Onyehialam's doctoral research, show the itinerary of one Nigerian tourist following the Olympic Baton relay and the Tour de France in 2012. As the top map shows, this took them to rural localities in both Britain and France, however, the added temporal dimension in the lower visualization reveals that visits to rural localities were short and that their travel was anchored through key urban gateways such as Schipol Airport.

The maps were produced for research analysing the role of human mobility in the circulation of pathogens. The transnational dissemination of human, animal and plant diseases is arguably a form of 'more-than-human globalization' that can be unintentionally assisted by increased human mobility and agri-food trade. In response, biosecurity has become an increasingly prominent counter-discourse, used to legitimize barriers and restrictions on trade and migration that are in tension with the logics of neoliberal globalization.



Map showing travel of subject following the Olympic Baton relay in Britain, 2012

3-D visualization showing travel of subject following Olympic Baton relay and Tour de France 2012, plotted over time



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