

## AIMA Newsletter N°11 November 2017



Hospitality bread at Estonian Agricultural Museum  
Ullenürme Manor near Tartu  
Host of CIMA 18 / 10-15 May 2017

## AIMA Newsletter N°11 November 2017

- ❖ Be sure to visit the AIMA website at <http://agriculturalmuseums.org/> for more information and frequent updates on subjects concerning museums of agriculture.
- ❖ ... and send this Newsletter on to your friends to encourage them to join us in the AIMA, in its networks of practice, for advice and exchange.



### Contents

#### Highlights from AIMA Congress 2017 in Estonia

- ❖ Report on CIMA 18 / 10-13 May 2017 in Estonia
- ❖ Report on Sustainability Workshop
- ❖ Agriculture and Rural Traditions at the new Estonian National Museum
- ❖ Resources on Estonian Agriculture and Rural Life
- ❖ A closer look at the *LOOK*, the Estonian shaft bow

#### Vice-President's Message by Debra Reid

- ❖ What do visitors want to learn about agriculture?

#### Message from Kerry-Leigh Burchill AIMA Secretary General

- ❖ Mission Statement

#### News from AIMA Members

- ❖ Canada Food and Agriculture Museum: Food Literacy on the Menu
- ❖ First furrows at the Lauresham Open Air Laboratory in Kloster Lorsch, Germany

#### Networking with AIMA's Friends

- ❖ Special Thanks to the Association d'Histoire des Sociétés Rurales and the Society for Folk Life Studies
- ❖ COMPA Chartres Exhibit *La fin des paysans?* (Goodbye Farmers?)

- ❖ ALHFAM Conference 2018 *Interpreting Our Multi-Cultural Past*, A.S.K. Online Resource
- ❖ ENCATC Congress on Cultural Management and Policy, September 2018
- ❖ ICOM Report on ICOM Annual General Meeting in Paris, 7-9 June 2017
- ❖ EXARC *Fields of Dreams* – the EAC10 conference in Leiden, 20-22 April 2017
- ❖ Society for Folk Life Studies – Report on the Annual Conference in Ayr, Scotland, 14-17 September 2017
- ❖ The Livestock Conservancy Conference 2017 – November 9-12 in Williamsburg, Virginia, USA

## News about Agriculture and Food

- ❖ A Worlds' farmland shrinking

## Resources

- ❖ Make HAY while the sun shines and much more
- ❖ DicAT illustrated four-language online dictionary of traditional agriculture
- ❖ Apples, apples and more apples – all you could wish for
- ❖ Public History and the Food Movement
- ❖ Meat and Soil Atlases, chock full of information
- ❖ Managing Breeds for a Secure Future, Strategies for Breeders and Breed Associations

## AIMA General Assembly 2017 Minutes

# Photo Highlights from Estonia



Advanced sauna studies

Master blacksmith at work  
in the Estonian National  
Agricultural Museum



Photos Barbara Sosic

Estonian traditional  
dancing to help keep  
attendees warm



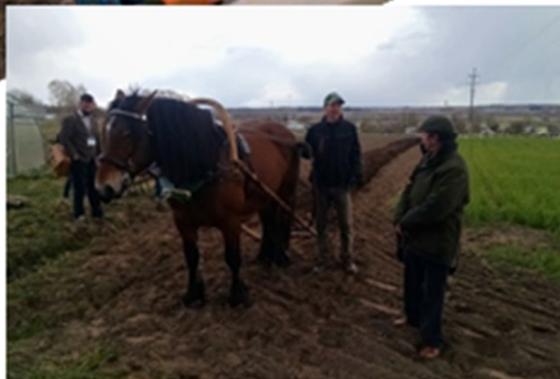
Research in collections  
and fieldwork



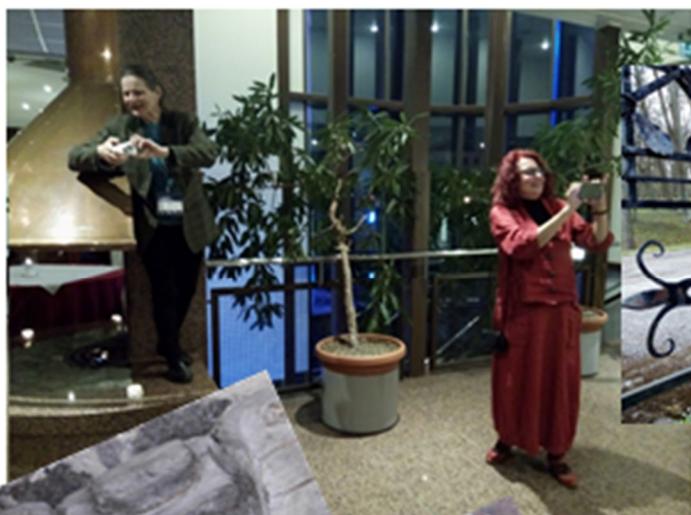
Sorting seed



Watching the expert  
horseman at work with  
a duga



Photos Pete Watson



Museum gate



Photos Surajit Sarkar

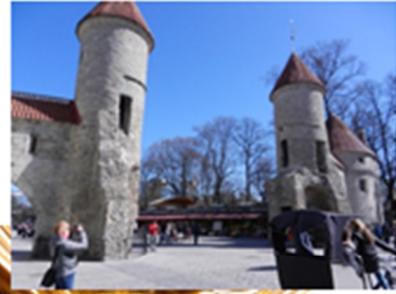
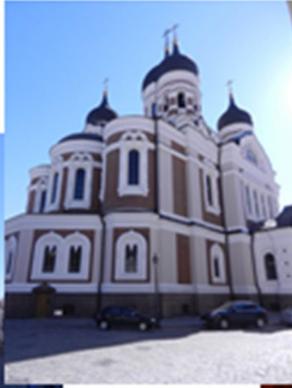


Carved heads  
Agricultural Museum



Boat excursion

# Delights of Old Town Tallinn



# and university town Tartu



## EESTI PÕLLUMAJANDUS- MUSEUM

ASUJASIN ● YOU ARE HERE

TURISMIINFOKESKUS Kõhvik, Piletite müüak	A. TOURIST INFORMATION CENTRE Cafe, Ticket Office
Põllumajanduse ja maaleku areng	1. MAIN EXHIBITION HOUSE Agriculture and rural life
OPIKODA Sõepu- ja kaitseõlitalu	2. WORKSHOP Smithy, woodwork, handicraft
TÖLLAKUUR. Talaratva voovalahendid, puudurestaureerimine	3. COACH HOUSE Farm vehicles. Wood restoration
LINAMAJAJA Linakasvatuse, Kõeldimise Põllumajandustehnika fondinäitus From Museum Collection	4. FLAX HOUSE Flax growing, Domestic fowl. Exhibition of Agricultural Machinery
MESINDUSMAJAJA Mesindus. Raamatukogu	5. APICULTURE HOUSE Apiculture. Library
LEIVATARE	6. BAKERY
RUKKIKÜÜN	7. RYE BARN
LAUT 8A	8A. COWHOUSE
AVATUD FONDINÄITUS 8B	8B OPEN COLLECTION EXHIBITION
AREEN 11	11. ARENA
PUKKTUULIK 12	12. POST WINDMILL
ADMINISTRATIIVHOONE Mõisaäärber	13. ADMINISTRATION. Manor house
TÖOKODA-GARAAZ 14	14. WORKSHOP-GARAGE

# CIMA 18 in Estonia

(full report online at <https://agriculturalmuseums.org/>)

The Estonian Agricultural Museum hosted the 18th triennial congress of the International Association of Agricultural Museums (AIMA) on 10-13 May 2017 in Tartu, Estonia. Ms. Merli Sild, AIMA president and EAM director, and her team organized the conference around the theme, “Traditions and Change: Sustainable Futures.”



Pete Watson, USA Executive Committee Member, Merli Sild, CIMA host, with museum horseman. Attendees toured the Ülenurme Manorial Estate structures and exhibitions spaces of the Estonian Agricultural Museum on 10 May 2017.

Seventy-eight delegates came from the following countries: Australia (1), Belarus (1), Belgium (2), Brazil (1), Canada (1), Czech Republic (3), Germany (3), Estonia (35), Finland (3), France (5), India (1), Japan (1), Latvia (2), Norway (2), Poland (4), Romania (1), Russia (1), Slovenia (1), Turkey (1), Ukraine (1), United Kingdom (5), United States of America (3). Attendees included directors, curators and educators in agricultural museums, professors from universities and artists, activists and researchers from institutes and special-interest organizations.

Director Sild and her staff and conference team developed a program around eight questions:

- ❖ How can rural heritage be used to ensure global food safety?
- ❖ Should modern museums expand missions to incorporate the current social reactions to agricultural controversies?
- ❖ How do modern agricultural museums collect, preserve, and interpret social changes that have influenced/are influencing agriculture and rural life?
- ❖ How do your museum’s collections, exhibitions and activities introduce historical memory and practice?
- ❖ How does your museum influence public opinion about agriculture?
- ❖ How has your institution harnessed external partnerships to encourage discovery beyond the traditional agriculture museum experience?
- ❖ What pressures from outside of your museum affect your daily operations or ability to plan in the long term? What strategies do you implement for proactive planning?
- ❖ How do current issues affect your research, exhibition, and public programming goals?

## Workshops



Hanna Ignatowicz in the Agriculture and Rural Life in Art workshop, Photo Surajit Sarkar

Attendees participated in one of six workshops on the first day. These workshops included research reports and case studies on the topic, and discussion among attendees. At the end of the day, each workshop leader reported on the topics addressed and any action recommended as a consequence of discussion. Workshops included:

- ❖ Sustainable Agriculture: Past and Future and Fiber Plants, led by Oliver Douglas, Museum of English Rural Life, and Rando Värnik, Estonian

University of Life Sciences. 7 presentations.

- ❖ Museum Education and Research, led by Isabel Hughes, Museum of English Rural Life, and Mare Kõiva, Estonian Literary Museum, with 6 presentations.
- ❖ Conservation and Restoration, Digital Media in Museums, led by Paulina Kryg (Poland), Martin Sermat (Estonia) and Kerry-Leigh Burchill (Canada), 6 presentations.
- ❖ Bread and Traditional Food, led by Vahur Kukk, President of the Estonian Rye Association, and Merli Sild, Director of the Estonian Agricultural Museum, with 2 presentations and a hands-on bread-making workshop.
- ❖ Living Animals in Museums, led by Pierre Del Porto (France), 3 presentations and a hands-on workshop in the museum field.
- ❖ Agriculture and Rural Life in Art, led by Surajit Sarkar (India), with 5 presentations.

Although the official language of the congress was English, the Estonian keynote speaker and a few other workshop participants treated us to a chance to listen to the language of the country we were in with simultaneous or subsequent translation into English, a real delight.

The first day concluded with the opening of the “Open Collections” exhibition at the Estonian Agricultural Museum and a performance of “The Ploughman” by artist Kaarel Kütas in the gallery space.



EAM Director Merli Sild (striped skirt) and translator Piret Hion in new galleries, traditional rye bread of welcome soon to be shared with congress attendees and public, Photo Debra Reid

On the second day, attendees divided up to go on special study tours, one that included guided tours of the Science Center and the Tartu Natural History Museum, and the Tartu City Center, and the other that included visits to the Märja Dairy Research Farm, the Polli Horticulture Research Center, and lunch and wine-tasting at a new tourist destination, the Õnne (Happy) Farm.



AIMA 2017-2020 President Ollie Douglas, Yves Seghers and Chantal Bisschop (Belgium), Photo Debra Reid

The day ended with a frosty river boat excursion on the River Emajõgi.



Executive Committee Member for Slovenia Barbara Sosič, 2017-2020 1st Vice-President Isabel Hughes, Executive Committee Member for India Surajit Sarkar, Photo Debra Reid

## Keynote Presentations and Formal Papers

On 12 May 2017, formal presentations began with two keynote presentations, one by Pamela

Warhurst, focused on the voluntary gardening initiative, **Incredible Edible**, and the second by Krista Kulderknup, one of the leaders of **Organic Estonia**. For the Incredible Edible network, see <http://incredibleediblenetwork.org.uk/our-incredible-edible-founder> and for Organic Estonia see <http://www.organicestonia.ee/krista-kulderknup/>



Keynote Speaker Pamela Warhurst, Incredible Edible, Rethinking Prosperity through Edible Landscapes, Photo Cozette Griffin-Kremer

Attendees presented formal papers, followed by a summary of workshops, reported on to all participants by the leaders, and a **panel** that addressed: “How can museums contribute to addressing today’s agricultural and rural challenges?”



Panel discussion: Edouard de Laubrie FR, Cameron Archer AU, Kerry-Leigh Burchill CA, Elsa Hietala FI, Krista Kulderknup EE, Rando Värnik EE moderator, Photo C. Griffin-Kremer

AIMA President Merli Sild convened the General Assembly at 17:30, Kerry-Leigh Burchill presiding. Business included approval of the minutes from the 17th General Assembly\* held in Marseille, France, reports from the treasurer, secretary, election of new board members and of officers, and thanks to Sild and to Griffin-Kremer for their service. Business adjourned at 19:00.

\*2017 Minutes below in English and French



2014-17 AIMA Secretary General Cozette Griffin-Kremer, 2017-2020 AIMA Secretary General Kerry-Leigh Burchill, CIMA 18 host and AIMA 2014-2017 President Merli Sild, Photo Debra Reid

On 13 May, attendees participated in one of two tours: The Onion Route or Setomaa & Võrumaa Trip. The Onion Route began with a visit to the Estonian Crop Research Institute test plots, including an 1875 rye variety, and observation of a tractor planting rye at the Institute. A short stop at a local town fair provided an opportunity to see varieties of vegetables and fruit shrubs and trees available to locals. The tour included a stop at the Old Believers' Worship House and Raja Village and a visit to the Alatskivi Castle museum and park. Exhibitions in the cellar there included mannequins with large-scale photographs.



Photo Debra Reid

The Onion Tour continued along Lake Pepsi and this accounts for the high water table that affects the cultivation of onions on small lake-side farms. Visits included the Kolkja Museum of Old Believers and the last stop of the day was an opportunity to watch farmer Konstantin Kostja and his wife at work planting onions, then relax with a delicious onion pastry and tea.



Photo Debra Reid

The Setomaa & Võrumaa Trip began at a traditional smoke sauna (Mooska Farm), listed on the UNESCO intangible cultural heritages sites, the ruin of the Vastseliina Episcopal Castle, a medieval lunch at the Piiri Inn, view of Setomaa from Meremäe Hill and visit to Setomaa businesses including the Old George Soap Chamber. Then, the tour entered Russia legally and visited the Seto Farm Museum in Väraska and ended the day with a visit to Podmotsa village in Estonia.



Photo C. Griffin-Kremer

The congress was wrapped up in a congenial evening dinner meeting enlivened by traditional music at the Restaurant Atlantis overlooking the Emajõgi River.

Debra Reid

## **Sustainability Workshop**

### **SUSTAINABILITY: PAST AND FUTURE**

The sustainability session, combined with fibre plants, gave rise to a wide range of papers and productive discussion. Like the traditional Estonian welcome of the rye-bread loaf, the addition of extra substance was both surprising and timely. It brought new strands of thought and showed how relevant sustainability is to our work. The workshop began a series of conversations that we intend to pick up again in digital dialogues, engendering a new forum to aid participants in moving ideas forward and in learning from one another.

### **REPOSITORIES OF CULTURE AND BIODIVERSITY**

Our initial discussions centred on animals and plants. We spoke of seed bank projects, conservatory orchards, rare breed programmes, and the ways in which we seek to safeguard precious genetic resources. Museum professionals can engage with these important areas of work and, as expert custodians, bring their curatorial and collections management approaches to bear.

### **PAST, PRESENT, AND FUTURE**

We discussed the need to draw out cross-cultural, self-reflexive, and interconnecting threads, with value for research, museum practice, and for the practice of those outside our sector. We explored how to understand sustainability through the eyes of past social actors and how such perspectives might shape future discourse or meet future challenges. However, we also acknowledged that museums operate in the present and provide a useful context for uniting past and future, for using sustainable traditions to solve challenges ahead. The dangers of presentism notwithstanding, we recognise the need to operate in real-time ways that serve audiences, stakeholders, and collections.

### **MUSEUMS AS MEETING POINTS**

Museums were characterised as places of trust and as spaces for mediated and participatory activity, as articulated through museum practices including collecting and recording, interpreting and engaging, teaching and learning, researching and collaborating. The advantage of museums as meeting spaces, with or without the requisite exchange of traditional loaves, perhaps seems obvious. As much as they can be sites of control that offer guidance, they can host bottom-up trajectories of expertise. Indeed, these sites can bridge divides, connect communities, bring generations together, encourage dialogue between private enthusiasts and professional curators and do so in ways that are both tangible and intangible.

### **INTANGIBLE CULTURAL HERITAGE**

We were mindful of the tacit knowledge inherent in agricultural practices. This raised difficult but important questions about those nations (my own included) that are not yet signatories to the 2003 UNESCO convention on intangible cultural heritage. The shortcomings of its five

domains were discussed in terms of the interconnected character of our cultural lives. We cannot easily separate agriculture from environment any more than we can discuss food in isolation from craft, oral tradition, or performance. However, whilst we felt holistic approaches would be beneficial and help with open participation, the consensus remains that we should embrace the idea of intangible culture and be broad-based enough to examine foodstuffs from field to fork but also in folklore.

## **HISTORIES OF TECHNOLOGY**

The workshop also raised the legacy of AIMA’s technology-focused founders and the continuing value of comparative approaches to agricultural tools. Much work in this important area remains, particularly in linking our myriad datasets, dictionaries, and intellectual traditions, and in continuing to grow our understanding of how technologies change, persist, die out, or are revived. The workshop emphasised the urgency with which we must chart the connections between ancient or outmoded adaptations and the challenges of producing food in healthier, sustainable, and environmentally-sensitive ways. This again means participation and knowledge transfer, engagement with other sectors, and recording and collecting in targeted and unbiased ways.

Ollie Angus Douglas, AIMA 2017-2020 President



## **Agriculture and Rural Traditions at the new Estonian National Museum**



C.Griffin-Kremer



The very new Estonian History Museum has holdings ranging from prehistory through rural custom and linguistic analysis to recalling the events of the 1989 Baltic Chain and “t-shirt” resistance, on to analysis of #EstonianMafia – the humourful nickname for the country’s many present-day IT innovators, among whom figures the inventor of Skype. It has been praised both for its architecture and its mission in the international press. “It is unusual to put a museum at the end of a runway, still more if it also straddles a chain of ornamental lakes, but then the Estonian National Museum is not a usual sort of institution. Its past is wrapped up with that of the country itself. Now it somehow has to represent the complex and precarious history of Estonia, in a fraught present, with a combination of pride and sensitivity.” Author Rowan Moore continues to outline the perilous nature of setting up an award-winning museum that is “national” – and finds that this museum carries the objective off with humour, style and competence to achieve a significant and pertinent place in the world, both architecturally and museologically, thus serving the 1.3 million Estonians and their visitors well.\*

What is especially pertinent for agricultural and rural life museums is the way these topics are interwoven with the older and emphatically today-oriented exhibits. To take only the example of that handsome emblematic article of folk – and now tourist – culture in Estonia, the

traditional wooden tankard, the question of how to put collections “within reach” is generously solved by a totally open shelving exhibit and the, at first, gasp of surprise when visitors realize that large and related sections of the entire collection are visible through the glass plates in the museum floor.



C.Griffin-Kremer

There is a wealth of information on traditional dress, housing, food and drink, craft and industry, shipping, forestry, stock-breeding, and popular wisdom as part of present-day strategies to marry identity and openness, as well as a healthy dose of skepticism in a nation that knows first-hand the ironies and challenges of steering a course in today’s Europe. (For example, one of the temporary exhibits was entitled “Where did all the euros go?”)

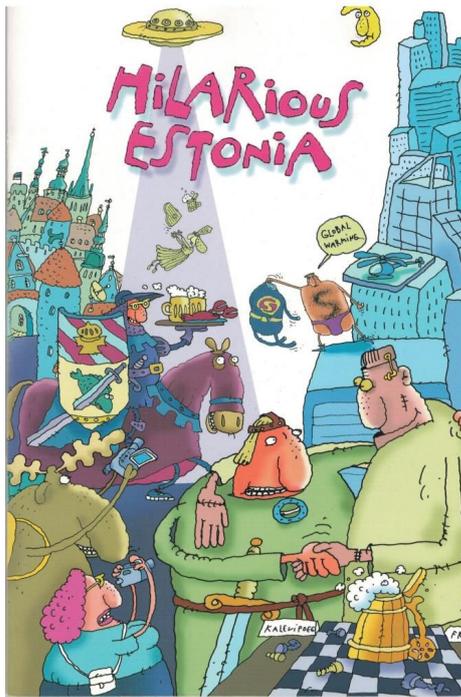
Cozette Griffin-Kremer

\* “Estonian national museum review – touching and revealing” by Rowan More, The Guardian online, 1 January 2017, <https://www.theguardian.com/artanddesign/2017/jan/01/estonia-national-museum-review-touching-and-revealing-dgt-dorell>.



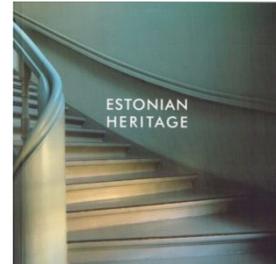
## **Resources on Estonian Agriculture and Rural Life + a humorous look at Estonia today**

There is a broad offering of books on Estonia in all the museums and town bookshops, much of it in beautifully illustrated bilingual editions. The congress attendees were also met with some very topical humour in the form of the booklet *Hilarious Estonia*, that gleefully pokes fun at every foible Estonians may have imagined are their own, from traditional dancing and striped skirts to liberal use and abuse of the contents of the traditional tankard, communion with nature that occasionally spills over into the phantasmagoric, the recurrent battle against long winter blues, a ravenous appetite for the latest in consumerism, a fanatic passion for basketball and much more – all illustrated in technicolour.



*Hilarious Estonia* by Hillar Mets and Rohke Debelakk, Estonian Institute, 2011

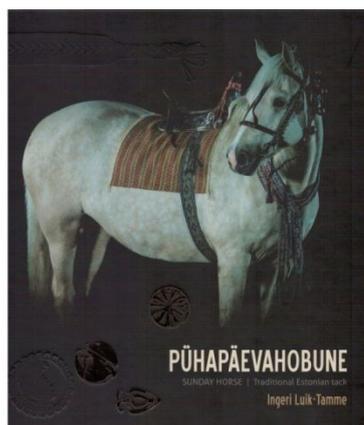
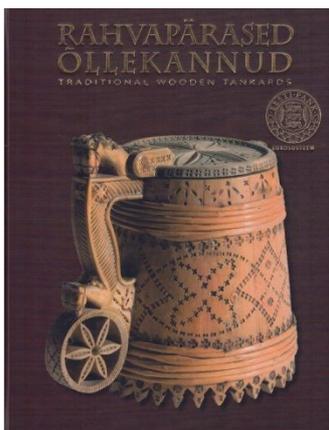
Likewise in our gift pack was *Estonian Heritage* which provided a geographic tour outlining the major cultural regions, showcasing the country’s many parks and nature preserves, manor life and the towns, with special emphasis on wooden architecture and design details, as well as industry old and new, the heritage of the Soviet era, maritime heritage, farming and forestry, among others.



*Estonian Heritage* by Katrin Tombak, Riin Alatalu and Marju Kõivupuu, Estonian Institute, 2014

Handsome hardcover editions on Estonian tradition and innovation are available from the Estonian National Museum Press and Eesti Pank, such as the bilingual Estonian-English volume on *Traditional Wooden Tankards from the Collection of the Estonian National Museum* that traces the history of wooden vessel craftwork, reminding us that the wood arts are a pan-European heritage and too often underexplored, unless older items are luckily found in a friendly bog.\* This is an attractive and wide-ranging volume that includes geographical distribution, the major private collectors and learned societies, the patrimonialization process over the last century and a half, the range of motifs, decoration and coopering techniques, beer-making history and the customs associated with the tankards, often prominent in wedding celebrations, and depictions of tankards in art.

\*See the article in AIMA Newsletter N°9 “Noggins, traditional Irish wooden vessels” by Claudia Kinmon



*Rahvapärased õllekannud (Traditional Wooden Tankards)*, compiled by Eevi Astel and Krista Aru, Eesti Pank, 2010, 2014, with European Union support

*Pühapäevahobune (Sunday Horse/Traditional Estonian Tack)* by Ingeri Luik-Tamme, 2016, with European Union support

*Sunday Horse/Traditional Estonian Tack* covers most aspects of horse harness, both for work and for the delight of the eye or ear – bridles, sleigh bells, the saddles, reins, collar, harness pad, breeching and horse rugs, so that leather and textile arts hold a major place in the illustrations. Of course, there is a section on the **shaft bow** (see following article), a curved arc used to attach the horse collar to the shafts, usually employing a leather ring, most likely introduced to Estonia in the second half of the first millennium CE and called *look* all across Estonia. Older artefacts were made from bent young trees the width of a cudgel, made of a variety of woods, of which wych elm was the most appreciated, although the west of the country tended towards ash and oak. They were often homemade and families kept a bending tool that made very shaft bow unique, at times quite recognizable, although this was later to be overtaken by craft production. The proliferation of decoration came in only during the late 19th century with the arrival of Russian shaft bows, most often prestige items kept for festive use by prosperous farmers. They were often associated with particular customs, such as formal courting and wedding celebrations (103-106).



## A closer look at the *LOOK*, the Estonian shaft bow



Wikipedia Commons: Orlov Trotter Sokol in a racing sleigh, 19th century, Author Nikolai Sverchkov (1817-1898), Source 2007 Karetny Dvo. [https://commons.wikimedia.org/wiki/File:Orlov\\_Trotter\\_in\\_racing\\_sleigh\\_by\\_Sverchkov.jpg](https://commons.wikimedia.org/wiki/File:Orlov_Trotter_in_racing_sleigh_by_Sverchkov.jpg)

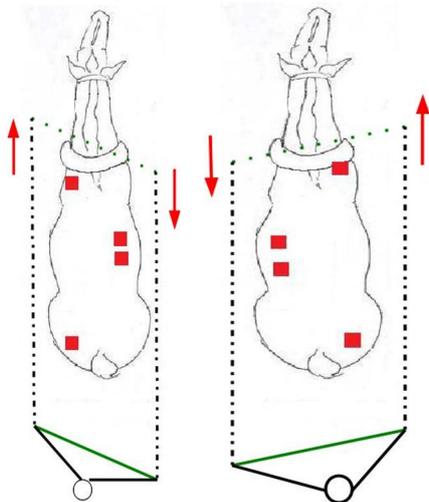
It is a pleasure to invite the German animal draft specialist, Dr. Rolf Minhorst, to comment on the *look* in reply to the **question**: how does the shaft bow (Estonian *look*, Russian *duga*) harness system work and is the explanation for its usefulness in the Wikipedia article at [https://en.wikipedia.org/wiki/Shaft\\_bow](https://en.wikipedia.org/wiki/Shaft_bow) accurate: “The shaft bow functions somewhat like a spring, allowing for a smoother start, thus making it easier for a horse to take off when pulling larger loads than it could without the shaft bow.”

**Rolf’s reply:** In Russia (and still today in some remote Alpine valleys), modest peasants drove without draft lines and swingletree (whippletree). They simply attached a collar (*Kumt*) or breast collar to the ends of the two shafts. If the shafts are not adequately curved so that they do not touch the horse’s body, then they will rub excessively. What is missing is the counterbalancing movement of the swingletree. This is why they need the shaft bow, which spreads the two shafts apart sufficiently.



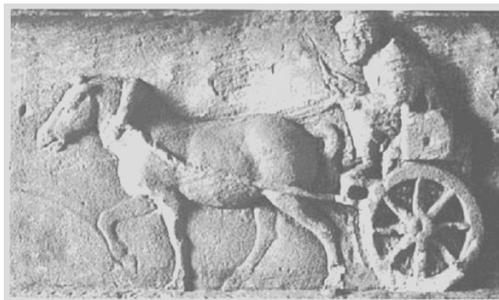
A look in the collections of the Estonian Agricultural Museum, Photo C. Griffin-Kremer

For a better understanding of how the movement actually works, here are “movement and collar” illustrations. You can see the function of the swingletree and can imagine how the shafts would rub, if they touched the body.



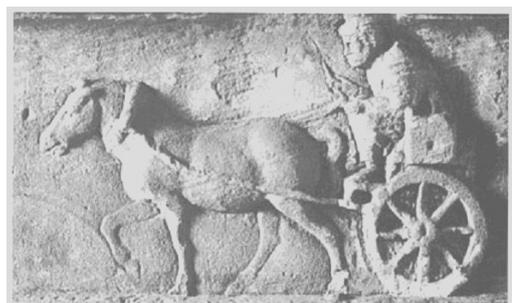
Graphics Rolf Minhorst

What the Wikipedia article says, honestly, is improbable. I cannot see how the shaft bow would cushion anything or give a “spring” to initial movement. The disadvantage of the shaft bow is that going downhill without breeching, the shafts push the collar or breast collar over the head, as you can see in this ancient Roman single harness illustration.



Roman *cisium*, Pl. VIII, 1: N°18, Trèves (Photo Landesmuseum Trier, DE)

As an overall evaluation, the shaft bow is a “primitive”, inexpensive way of harnessing, consisting only of the collar and head-piece. The two shafts and the *duga* are part of the vehicle. This avoids the extra expense of draft lines, swingletree and back saddle (*Selette*).



Roman *cisium*, Pl. VIII, 1: N°18, Trèves (Photo Landesmuseum Trier, DE)



Einspänner Brustblatt Han Dynastie, source <https://kknews.cc/zh-my/culture/mmmvkvz.html>.

Historically, one can probably classify the shaft bow harness with the ancient Chinese single harness, which derives directly from the double yoke and goes back to cattle harness in a double yoke.

Rolf Minhorst (author of *Modernes Geschirr für Arbeitsrinder. Das verstellbare Dreipolsterkumt, seine Herstellung und Anwendung* / Modern harness for working cattle. The adjustable 3-pad collar, making and using it. 2007)



## Vice-President's Message: Debra Reid

### What do visitors want to learn about agriculture?



Have you ever surveyed visitors to your museum or historic site to find out what they want to learn about agriculture? I've started asking as part of a process to document interests and establish priorities as we start the process of revising the agriculture exhibition in the Henry Ford Museum of American Innovation [part of The Henry Ford (THF) in Dearborn, Michigan]. <https://www.thehenryford.org/>

The following summarizes how my approach to asking visitors for feedback began on 21 March 2017, National Ag Day. My strategy changed as a result of a workshop at a museum conference in September 2017. At present an intern is collecting data based on a new format of question-asking, and the report that should result in December 2017 will establish a baseline for further discussion with focus groups and refinement with curators and designers. Ultimately, with funding secured, a new exhibit on agriculture and the environment may result in 2021 or soon thereafter.

First, I began in March by observing guests and asking them basic questions to document their interests. I saw visitors "stop and read" material about three agricultural objects tied to Henry Ford's personal history: the Westinghouse 345 engine, the 1907 Ford experimental tractor, and the first 1917 Fordson tractor gifted to Luther Burbank by Ford. I listened to two THF presenters (one in training shadowing the master) talking about these three objects. As they talked, a crowd formed. Usually, however, guests walked through the exhibit pursuing their personal interests. A mother said, "He loves tractors," as she sped past, trying to keep

her son from scooting under the rope at the John Deere no-till planter. He, by the way, wore a John Deere green and yellow t-shirt.

I asked some visitors to complete a short survey that among other things, asked them to rank their interest, from lowest to highest, in four areas: 1) tools & equipment, how it works, 2) inventors & engineers/manufacturers, 3) users (farmers and farm families) and how they use/used tools & equipment, and 4) how agriculture relates to food, the environment, current issues, health and security. Their answers confirmed that they wanted to learn more about fragile places, about hard workers, about food and business and community. I still wondered about what topics (people, machinery, places, or processes) would entice them to stay a bit longer in the agriculture area. I still wondered what benefit they would gain by investing their time in learning more.

The advice shared by Conny Craft during a workshop at the American Association for State and Local History in Austin, Texas, in September 2017, however, transformed my approach. The findings will help me document why visitors will invest their time to learn more about agriculture and the environment.

I shared the survey I launched in March 2017, and Ms. Craft used it to launch a discussion about identifying reasons for visitors to invest their time and money in your museum experience. She asked us to identify aspirational goals phrased as “After viewing this exhibit, I want visitors to....” Some examples of our brainstorming follow:

Make connections between the farmer and the food on visitors’ plates.

Relate agricultural practices (synthetic fertilizers, herbicides, pesticides, GMOs, antibiotics) to health concerns (humans, animals, crops, the place/space/environment).

Make connections between the local (land, water, climate, livestock and crops) and personal (owners, laborers, markets) and the global and impersonal.

Relate agricultural practices to levels of economic risk; political identity; policy ramifications. Discern between organic and non-organic approaches in historic and current agricultural practices.

These sorts of aspirational goals changed the ways we ask questions in the visitor survey. Instead of asking a visitor to “please rank your level of interest in knowing more about how agriculture and the environment are related,” we now ask, “How interested are you in learning more about how agriculture influences the environment, and vice versa.” Instead of “please rank your level of interest in how agriculture relates to food,” we now ask, “How interested are you in learning more about how farm products get to markets and stores (e.g. how they are sold, transported and preserved).”

As we see patterns of interest, we adjust the survey. The first day we used the new survey, visitors ranked their interest as high in all areas, but they suggested that we put the question, “How interested are you in learning about public health concerns related to agriculture and the environment [e.g. artificial fertilizers, antibiotics, pesticides and GMOs (genetically modified organisms)]” first on the list rather than last. With 50 surveys in hand, we will analyze the results, and replace “low-interest” topics with more examples related to “high-interest” topics.

Ultimately, I, as the curator, must justify the financial commitment to revise the current technology-rich exhibit into something more meaningful to the public. Such a commitment requires documenting how close my aspirational goals may be to theirs, and modifying the goals until we have resonance.

For further information:

“How-to” literature exists to help guide the process. Consult your national museum organization or visitor studies association. For example, the Visitor Studies Association is

dedicated to enhancing learning in informal settings, and collecting evidence from visitors to improve the process. Consult their website: <http://www.visitorstudies.org/> and their publications for more information. In the United States, the American Association for State and Local History publications features “how-to” advice and case studies that can inform agricultural museum staff. See, for example, Stacy Klingler and Conny Craft, “In Lieu of Mind Reading: Visitor Studies and Evaluation,” Chapter 2 in *Researching and Responding to Audience: Small Museum Toolkit 4*. Edited by Cinnamon Catlin-Legutko and Stacy Klingler (AltaMira Press, 20), pgs. 37-74; and three chapters in Judy Diamond, *Practical Evaluation Guide: Tools for Museums and Other Informal Educational Settings*. 2nd ed. (AltaMira Press, 2009): Observational Tools; Interviews and Questions; and Presenting and Analyzing Data (pgs. 53-98).

Debra Reid [DebraR@thehenryford.org](mailto:DebraR@thehenryford.org)



## Message from Kerry-Leigh Burchill, AIMA Secretary General



Photo Debra Reid, May 2017, Estonia

It is with great appreciation and respect that I accept the nomination for Secretary General of the Association internationale des musées d'agriculture.

As a candidate for the role of the Secretary General I will support and champion this institution which has just celebrated its 50th anniversary. I have both personal and professional convictions that this association is a necessary forum for international collaboration and dialogue regarding the future of agriculture museums, the importance of ongoing research and review in the museological and ethnographical fields which support those museums, and for the professional development of the incredible people that deliver rich and thought-provoking programs for the public. To this end, my vision for the role of the Secretary General is to expand on the work of the outgoing Secretary and her efforts to share knowledge and bring value to the members of AIMA and like-minded institutions while at the same time managing the logistical requirements of the meetings and communications amongst the Executive Committee.

As Secretary General, I would liaise with the President, Vice-Presidents and other Executive Committee Members to ensure an open and transparent system of governance and would encourage a more robust relationship with other institutions which can help AIMA deliver on its mission. More specifically, I would encourage the AIMA working groups to submit updates and new research for the electronic newsletters and would work with the Executive Committee to share examples of excellence and best practice with the membership in between newsletters. My fluency in both English and French will be of great assistance in this role and I would advocate that some of the membership dues be used to produce excerpts for feature

articles in additional languages as selected by the Executive Committee. Finally, my vision for the role of Secretary General, and for AIMA in general, is to foster a greater repository of support materials for agriculture museums and historical societies that would like to explore a balance between traditional museum models which focus on the topic and artefacts and the experience-based centres that focus on an interactive visitor experience. With museums around the world struggling to remain relevant and well attended in a digital age, the AIMA has an opportunity to support the ongoing stewardship of national collections and intangible history, while at the same time exploring and experimenting with new methods of engaging audiences, partners and funding that will secure the role and resonance that museums have in a global context. 10 April 2017

Kerry-Leigh Burchill, Director General, Canada Agriculture and Food Museum / Directrice Générale, Musée de l'agriculture et de l'alimentation du Canada [kburchill@techno-science.ca](mailto:kburchill@techno-science.ca).



## News from AIMA Members



**CANADA AGRICULTURE  
AND FOOD MUSEUM**

### **Food Literacy on the Menu**

On October 1, 2017 the Canada Agriculture and Food Museum partnered with Kind Village, Les Toques Blanches and the Ottawa Food Bank to launch the first ***Feed the City, Feed Your Soul*** event. The objective was to team up some of Ottawa's best chefs, community aid organizations, business leaders and concerned citizens to try some creative solutions towards reducing hunger in Canada's capital. Chefs were challenged to use eight simple, nutritious ingredients that would be found at food banks to come up with meals using minimal appliances or accessories. The results were astounding — the chef teams came up with delicious meals for well under \$2 a serving and some managed to do it without electricity. Museum admission was free for this event to make it inclusive and welcoming for families and adults that wanted to get first hand tips from chefs on how to stretch their grocery budget and food bank supplies to new and delectable heights.



***Feed the City*** cooking challenge teams and judges

The Museum was pleased to welcome hundreds of first time visitors to the site in an ongoing commitment to foster food literacy and celebrate affordable, Canadian grown ingredients. With ongoing leadership from Kind Village and Les Toques Blanches the Museum hopes to host the event every year.

Kerry-Leigh Burchill, Director General, Canada Agriculture and Food Museum



## **First furrows at the Lauresham Open Air Laboratory in Kloster Lorsch, Germany**



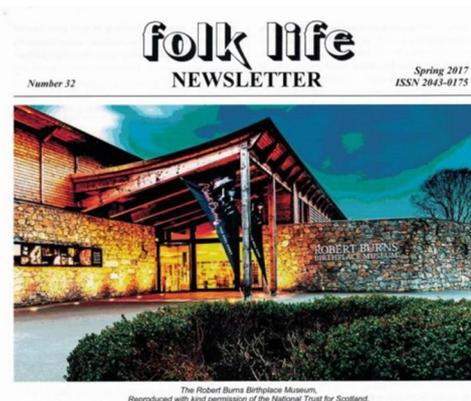
Claus Kropp sends us these snapshots of their field work and will explain how it works out to us in a future issue. Claus is the new Alternate Member for Germany and a fan of working

cattle breeds, especially the Rhaetian Greys you see one of here. Their working pair, David and Darius even have small stuffed counterparts on sale in the museum shop, a favourite with the public, but the real animals are also just the right size for reconstitution work for the museum's target time around 1000 CE. More from Claus later, but you can visit any time at <http://www.nibelungenland.net/Aktuelles/Archiv-2014/Das-Freilichtlabor-Lauresham-ist-eroeffnet> and see more pictures, or contact Claus Kropp for more information at [c.kropp@kloster-lorsch.de](mailto:c.kropp@kloster-lorsch.de)



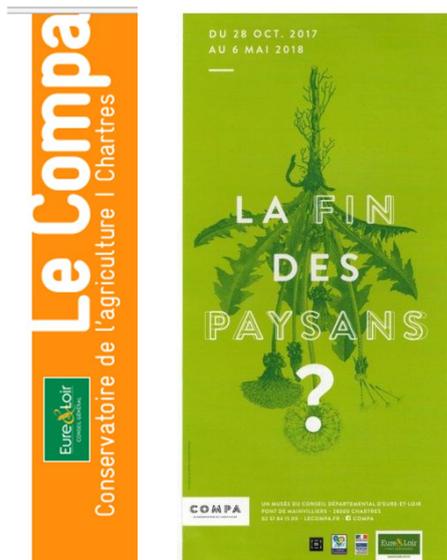
## Networking with AIMA's Friends

**Our special thanks to AIMA friends ASHR and SFLS for announcing the Estonia congress in their newsletters, and for their continued cooperation and encouragement.**



Association d'Histoire des Sociétés Rurales <http://www.histoire-et-societes-rurales.org/>  
Society for Folk Life Studies <http://www.folklifestudies.org.uk/>





In 1967, the sociologist Henri Mendras (1927-2003) published *La fin des paysans* (Goodbye Farmers?). It is not so much the contents as the title that struck the public, and brought home the fact that both a way of life and the number of people still living it were changing radically. Fifty years

*The COMPA is the AIMA's official "home" and mailing address, as well as holding our archives in paper and digital format. For the exhibit "La fin des paysans?" see <http://www.lecompa.fr/expositions/la-fin-des-paysans-50-ans-apres-l-ouvrage-d-henri-mendras>*

later, the COMPA (Conservatoire de l'agriculture) in Chartres is taking the question up anew.

What does it mean to be a *paysan* today? *Nota bene* that the term does not correspond exactly to the English "farmer" and is often defined as "the people who take care of the countryside", as well as those who produce the food to feed nations and continents. How do you inherit or set up in farming, sow, harvest, raise stock, even process and sell production, be a farmer, an entrepreneur, a producer... in any case, a "plural" trade. Come to the COMPA to see how farmers talk about their lives and work, get the figures and see the works of art that bear testimony to the realities of today and the perspectives for tomorrow.



### 2018 Annual Conference

The Call for Papers for the 2018 Annual Conference June 1-5 in Tahlequah, Oklahoma is [available here](#).



June 1-5, 2018  
Oklahoma Historical Society and Cherokee Nation  
Tahlequah, Oklahoma

### Transition to an Electronic Bulletin

The last printed issue of the *ALHFAM Bulletin*, the Winter 2017 issue, is in the mail! Beginning with the Spring 2017 issue, the *Bulletin* will be published in digital form. It will feature the same detailed and knowledgeable articles and reviews, and you'll be able to read it online or download it to your own device. Visit our website at [www.alhfam.org](http://www.alhfam.org) to update your email address and manage your membership online.

## ***ALHFAM Skills and Knowledge Base (A.S.K.)***

A keyword search of A.S.K. puts 25,000 documents and other ALHFAM resources at your fingertips.



A.S.K. is a digital information system that unifies and shares an extensive collection of reference works, training materials and other resources of the Association for Living History, Farm & Agricultural Museums.

The system currently contains all of the articles from the ALHFAM Proceedings (published versions of presentations from

our Annual Conference), and all ALHFAM Bulletin articles from 2005 to present. It also includes the content of the ALHFAM website, the complete archive of the ALHFAM-L (our e-mail discussion list), and material provided by ALHFAM members such as Tiller's International and Howell Living History Farm. A.S.K. will soon contain regional conference presentations, Professional Interest Group materials, the ALHFAM Replica Resource List and video clips recorded during skill training programs and workshops. Be sure to check out this amazing resource!

<http://alhfam.org/ASK>



# ENCATC flash

A weekly must-read for the latest on cultural management and policy

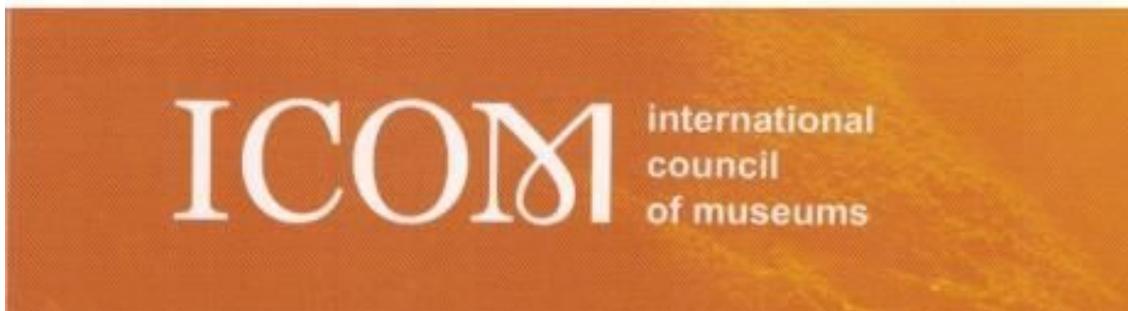
We are delighted to share with you the dates for the **26th ENCATC Congress on Cultural Management and Policy!** We can't wait to see you next year in **Bucharest, Romania** from **26-28 September 2018!** The programme is still in the making, but we can already unveil that the focus of our 2018 Congress will be on cultural heritage and thus to contribute with your expertise to the success of the 2018 European Year of Cultural Heritage!

Organised in partnership with our member, The National Institute for Cultural Research and Training (NIRCT), this will be your international gathering to get the latest advancements in cultural management and cultural policy education, training, practice, and research. The programme will include keynote speeches, exciting debates, panel discussions as well as the 5th Annual ENCATC Research Award Ceremony, the 9th Annual ENCATC Research Session, and the 11th Young and Emerging Researchers' Forum. Hosted in the capital city of Bucharest, you'll also discover the city's vibrant cultural scene with study visits.

I invite you to pencil in your agenda these dates and start thinking already how you could contribute to make this event unforgettable thanks to your expertise and the know-how of your institution!

GiannaLia Cogliandro Beyens, ENCATC Secretary General [g.cogliandro@encatc.org](mailto:g.cogliandro@encatc.org)





### ICOM Annual General Meeting in Paris 7-9 June 2017

The first day of the AGM was opened with a **keynote** lecture by **Dr. Chris Whitehead**, Professor of Museology and head of the Department of Media, Culture and Heritage at the University of Newcastle (UK),\* then separate meetings of the **national and international committees**, reporting on those to the Advisory Council and a reception for attendees at the Cernuschi Museum, the second largest French museum and fifth in Europe for its collection of Chinese art. (\*<http://icom.museum/news/news/article/see-you-in-paris-at-the-2017-icom-annual-meetings/> for introduction to Dr. Whitehead's work).



ICOM website report  
<http://icom.museum/news/news/article/warm-and-friendly-annual-meeting-2017/>

Quite interestingly, the **ICOM and the AIMA share** many challenges, if at different levels, including contradictions between national and international, for example, on legal status and rules, as ICOM is also registered in France. ICOM



ICOM E-Newsletter 30-06-2017

The meeting itself provides a good opportunity for **shoulder-rubbing**, although this is more effective if attendees already have a network of contacts. However, serendipity can play a part,

has three official languages – English, French and Spanish – and in this UNESCO context benefits from simultaneous translation, but it appears that all official documents are in fact worked on by various committees and adopted in their English versions. There were lively discussions over membership – who is qualified and what their duties are to be, as well as the fees they are to pay, since there are different categories of members according to region and country. Doubt exists as to whether some countries' members are as independent of their governments as ICOM aspirations would wish, as well as problems over ethnic or political allegiance and gender.

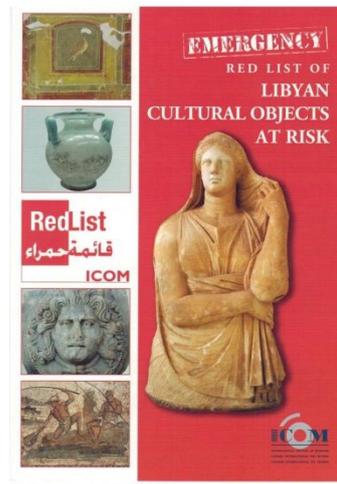
depending on who you are sitting with, especially as in the case of the AIMA among the affiliate members at the back with the observers. The workshop on defining museums was also stimulating,

with a highly pragmatic opening presentation by Jette Sandahl on “Museum Definition, Prospects and Potentials” and a subsequent workshop discussion group piloted by Margaret Anderson which, in spite of the very limited time, was a sort of chain-in-context contribution to some very fruitful thinking and especially shared concerns about museums as among the few remaining loci that the public still trusts, how to deliver on hard issues such as inequalities in education, understand why people are *not* attracted to visiting museums and remedy that, as well as the ongoing preoccupation with how to make collections serve the public. In fact, this session echoed in many ways the concerns

about “citizen museums” of the Ecomuseum Federation reported on in Newsletter N°10, a demonstration that professionals worldwide are very much on the same wavelength as regards their responsibilities.



The **Kyoto 2019** 25th ICOM General Conference theme is “**Museums as cultural hubs, the future of tradition**”, which will be up on the ICOM website soon and the new general **website** will be online in early 2018. There were presentations of the **workshops** carried out in China to considerable positive feedback and the “**trainings**” in Algeria, where the situation is very different and which aim at providing the basics of museological education to participants.



The ICOM’s “shock troops” – the group working as the only NGO among international police agencies such as Interpol – presented their summary on **protecting cultural property** and fighting illicit art trafficking, having recently made progress in the Italian G7 meeting, when the issue was officially recognized. NB that some countries such as Germany have taken the issue on board in their own legislation, leading to voluntary restitutions of objects by some collections, and emphasis on strengthening national legislations more broadly. Considerable assistance has come from the “objects at risk” database, which is being translated into as many languages as applicable to the situations and the example of Haiti, where the photo-based databank was translated into Creole was cited as being especially effective. The ICOM Red List booklets also flag up objects at risk in countries also at risk.

**M** ICOM works on its brand or **image**, note the new “M” in the official logo, and aims at increasing visibility through the website as well as more intensive utilization of social media to engage with members, present and future. Efforts to engage include encouraging more suggestions in advance of meetings, for example, for the yearly theme, as the 2017 “Museums and contested histories: saying the unspeakable in museums”.\* The process for choosing this will be streamlined with an advance long list, then selection of a short list, which would leave more time for matters in the annual meeting, as one of the recurrent requests of the attendees is to have more time in the national and international committees for shoulder-rubbing.

(\*<http://network.icom.museum/international-museum-day> for interactive map on the “contested histories” participants and activities)

The **Milan 2016 Conference** attracted many new **members** and provided the ICOM with a financial boost up 9% from 2015. It is mainly the European Union area that is growing at the moment, with 78% of institutional members. 2012 total membership was around 30,000 compared with 2016 at around 37,000 members.



The ICOM 2012-2020 strategic plan especially encourages **publications**, among them the journal *Museum International* and the *International Journal of Intangible Heritage*, both of which are peer-reviewed. (For those interested in publishing in these journals, please request a scan of the most recent tables of contents from the author and see the respective websites for calls for papers.\*) ICOM endeavours to give support for book publications such as *Museums, Ethics and Cultural Heritage* edited by Bernice L. Murphy (ICOM and Routledge, 2016) brought out in collaboration with Routledge. Ample and generous documentation was available, as for the Annual Report 2016, particular ICOM members’ conferences or the Code of Ethics for Museums booklet, also available online at <http://icom.museum/the-vision/code-of-ethics/> and the Red List brochure for Libya, as well as offerings of books for purchase. Cozette Griffin-Kremer [griffin.kremer@wanadoo.fr](mailto:griffin.kremer@wanadoo.fr)

\**Museum International* <http://icom.museum/media/museum-international/> and *International Journal of Intangible Heritage* [http://road.issn.org/issn/1975-4019-international-journal-of-intangible-heritage#.WT\\_0P8tdBdg](http://road.issn.org/issn/1975-4019-international-journal-of-intangible-heritage#.WT_0P8tdBdg)



# EXARC

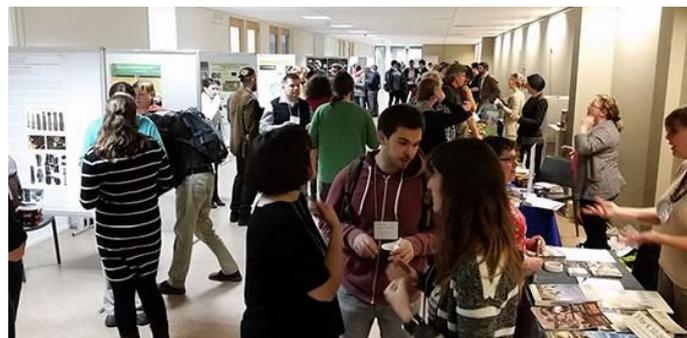


Photo Pascale Barnes

## **Fields of Dreams – an overview of the EAC10 conference in Leiden, 20-22 April 2017**

Rena Maguire

In recent years, experimental archaeology has increased in popularity among academics and students alike due, in no small part, to pioneering universities such as Exeter, University College of London, Leiden and University College of Dublin. The examination and analysis of the past through reconstruction of lifestyle, *chaîne opératoire* of manufacture and the efficacy of produced materials is not new. Archaeological experiential sites, such as Britain's Butser Farm, which was set up in 1970 by the Council for British Archaeology to test theories on how Iron Age peoples lived, have added greatly to understanding and reconstructing the past. As such, experimental archaeology has built on these pioneering foundations and developed into a staunchly academic discipline, invaluable for gaining knowledge of the past, and an unsurpassed means to engage with the public.

The dissemination of knowledge via social media has proven invaluable in the rise of the public perception of experimental archaeology, for example, utilising YouTube videos to demonstrate the reconstruction of a medieval turf-walled byre with the University of Groningen: internet communities proving not so different from real ones, proving time and again that “if you build it, they will come”

The thing which was most noticeable was the sheer energy and passion of all participants and their willingness to share ideas and discuss their work. Many archaeological conferences lack energy or the sheer willingness to engage and tell a story. EAC10 was not that conference. Instead, it bubbled with new ideas, new collaborations, energy and good humour. The welcome, organisation and energy of the conference was owed in no small part to the efforts of Roeland Paardekooper and Magdalena Zielinska of EXARC and their colleagues. That weekend in April, there were several conferences throughout Europe; those who attended EAC10 will feel reassured they probably went to the most uplifting, which reminded everyone what the purpose of all archaeology is – asking questions, reconstructing the human past, and telling the story afterwards. Read the full report at <https://exarc.net/issue-2017-2/mm/conference-review-eac10-leiden-2017> For further information, contact Roeland Paardekooper [r.p.paardekooper@exarc.net](mailto:r.p.paardekooper@exarc.net)



# folk life

## **The Society for Folk Life Studies (SFLS) Annual Conference in Ayr, Scotland, 14-17 September 2017**

Several AIMA members are long-time members of the SFLS, which holds its annual conference in mid-September each time in a different area of the British Isles, and was “outside” once – in Brittany! The conference was organized this year by AIMA member Elaine Edwards, and Duncan Dornan, who hosted the 2012 AIMA Executive Committee meeting in The National Museum of Scottish Rural Life. This year's SFLS meeting highlighted the Ayrshire region in the southwest of Scotland, home to the country's national poet, Robert Burns, who was a farmer.



Burns poetry meets local tradition and material culture at the Robert Burns' Birthplace Museum

The convergence of farming traditions and mechanization were part of the agricultural improvement movement spearheaded by Scottish landholders and engineers. This SFLS meeting highlighted the interplay of social, economic and technical aspects of Scottish society from Burns' time into the twentieth century with broad and, at times quite cheery disagreement on how to interpret the impact of the Enlightenment on a farmer-poet (or a poet-farmer) and the society he and his family lived in, where interactions between town, country and the world were both strong and subtle. This was brought out in the papers, as the one on the industrial-scale production of whitework (white-on-white sewn decoration for table linen and clothing) based on designers' patterns and "farmed out" to cotter families' women and girls, of whose testimony only the faintest traces survive.



Linen towel with drawn threadwork and whitework embroidery, 20th century, own work, author unnamed, Wikipedia Commons

Such examples from Ayrshire provide ample challenges to museum curators and researchers working on the diverse collections of material culture from textiles to horn spoons, the latter presented with noggins in a survey of supra-regional links between Scotland and Ireland.\* Farmers themselves in rapidly shifting economic conditions – like Dutch farmers today – were not always sedentary, pulling up stakes to move from Scotland to England, taking both their farming methods and culture with them. The diversity of ways to make a living in the countryside was emphasized by parallel, complementary activities such as fowling by communities near the seacoast. What certainly cushioned the hardships of everyday life were popular traditions such as outings to healing and wishing wells, as well as the music and poetry that spread from hearth to hearth. Just how museums can and should include such themes led to a broader discussion of curation and interpretation policies and pragmatics, as well as specifically of folk life as a cultural resource for today's societies.

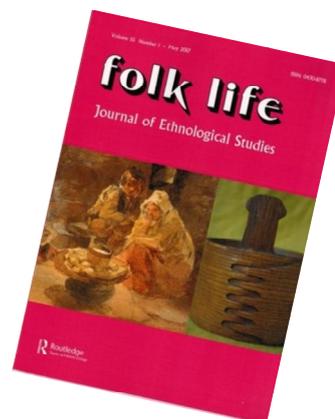
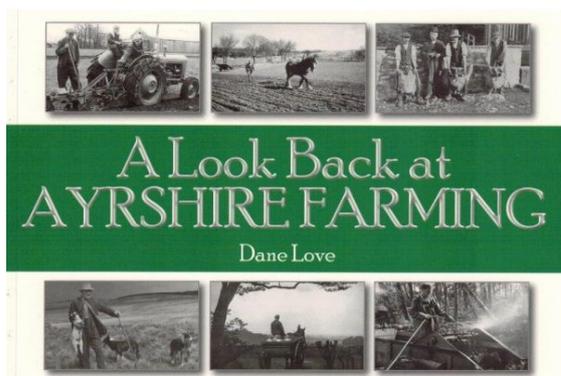


Dumfries House, C. Griffin-Kremer; Pembroke Table by Chippendale for Paxton House, 22-01-2016, Rauantiques, Wikipedia Commons

Social life across classes in Robert Burns times, as in our own, was permeable and the furniture on view in the rescued heritage site of Palladian Dumfries House have their counterparts in more homely homes, as well as showing the rapid circulation of ideas between the Chippendale workshops in London, a joint venture with a Scottish sleeping partner, and the expert cabinet-makers of Edinburgh. Dumfries House today with its farming and educational activities represents a major experiment in heritage-based community regeneration and job creation. Our host at the Robert Burns Birthplace Museum uses the local Scots language's wealth of vocabulary for native wildlife and plants as the basis for their eco-education programmes.\*\* Turning back to the poet's own work words and the immense archive research done on the man in his time, one researcher asked if Scotland's "heaven-taught ploughman" truly liked the farming life. It most certainly left deep traces in his poetry. The SFLS meetings always include ample touring to get better acquainted with local heritage sites, for example, to the cemetery where Burns' parents' are buried, where some tombstones have remarkable portrayals of rural work, life and the hereafter.

The SFLS meetings places quiet, regular emphasis on the shoulder-rubbing that stimulates effective networking, such as the years-long mutual engagement with the Folk Lore Society and the cross-over with other associations like the Rural Museums Network, the Association of Independent Museums, the European Association of Open Air Museums, the ALHFAM (Association of Living History, Farming and Agriculture Museums), and, of course, the AIMA. For more information, contact Elaine Edwards [e.edwards@nms.ac.uk](mailto:e.edwards@nms.ac.uk)

Cozette Griffin-Kremer



As a reminder on **Resources**, the semi-annual peer-reviewed journal of the SFLS, *Folk Life*, has from its beginning devoted much print space to agricultural practices, rural material culture and how museums can best share and interpret their collections for the public. Contents can be consulted at <http://www.folklifestudies.org.uk/category/journal/> For further information, check out the Society's website at <http://www.folklifestudies.org.uk/>

\* See Claudia Kinmonth's article on noggins, liquid-holding wooden containers, in AIMA Newsletter N°9 December 2016 at <https://agriculturalmuseums.org/news-2/>

\*\* See Hugh Cheape's article "Whither Material Culture" in the same issue.



## Livestock Conservancy Conference 2017 November 9-12 in Williamsburg, Virginia, USA



Come learn with us how to: **1) NETWORK!** **2) Make all of your own dairy products** as well as **soap**. **3) Make income from wooly sheep** besides selling meat. **4) Implement the best management practices for processing your chickens** on-farm. **5) Select goose breeds, manage your birds and how to market them.** **6) Use social media** to your advantage. **7) Identify good grass-based genetics** in your cattle. **8) Protect Your Favorite Breed for the Future.** **9) Reduce risks and liabilities when using electric fencing.** **10) Develop a biosecurity contingency alert plan.** **11) Incorporate heritage chickens** to help make high-nitrogen manure fertilizer. **12) Make the rest of the family happy by extending your stay to include a visit to one of the most historic sites in the nation: Colonial Williamsburg!** For both the 2017 and 2018 conferences, see

<https://app.etapestry.com/cart/livestockconservancy/default/category.php?ref=4237.0.27834531> For more information and congress follow-up, contact [info@livestockconservancy.org](mailto:info@livestockconservancy.org) or Ryan Walker [Ryan.Walker.Livestock.Conservanc@mail.vresp.com](mailto:Ryan.Walker.Livestock.Conservanc@mail.vresp.com)



## News about Agriculture and Food World's farmland shrinking



Wikipedia Creative Commons: Noa Steiner, sheep grazing in Tel Yodfat

"Humanity's epic land grab has finally gone into reverse" is the subtitle to a *New Scientist* article, with special emphasis on the fact that more land has been "rewilded" globally than cleared for agriculture in recent years with the world's farmland decreasing by an area about the size of the United Kingdom every two years. In the

1990s, farms occupied 38% of the world's land and deforestation is still increasing in the tropics to make way for cattle, palm and soya, but in temperate zones and drylands, this trend is going the other way. One of the many factors involved is consumer choice, as in the massive drop in woollen production: during the 1990s, demand for polyester increased four-fold while wool demand fell 40%. This especially affected New Zealand and



Wikipedia Creative Commons: Ehsan Kamali, Iranian cheetah, 1 April 2015,

Meat production is a prime example of potential change. Producing 100 grams of

**Australia**, where there have been some efforts to reclassify abandoned sheeplands as ecological sanctuaries. In Iran, stock-breeding intensification has led to abandonment of extensive and low-profit pastoralism which has boosted wild species such as the Asiatic cheetah and the Persian gazelle, at the same time as the trend eradicated cultural lifeways, not exactly a neutral event.

beef protein requires 20 to 250 square meters of land per year, compared to chicken at 2 to 6 m<sup>2</sup> and tofu at 1 to 2 m<sup>2</sup>. A hypothetical transition to a vegan diet would eliminate the need for the two thirds of the world's agricultural land presently in pasture and fodder production declines would decrease that even more. In contrast, the present shift towards cheap palm oil has driven deforestation in Indonesia and Malaysia.

Food security is a heated political topic, hence the sums spent by the European Union to keep farmland in good working order, even if it is unproductive, and adequate recognition of environmental stewardship is slow in coming, as well as often debated, as in the case of the UK's Lake District, recently granted UNESCO world heritage status, cited as an "ecological disaster zone" due to heavily subsidised hill farming. Among the greatest challenges is bringing people back into the landscape with genuine economic opportunities, especially eco-tourism, a formula that seems to be working in part of Portugal's upland farming areas. In Langzhou, China, farmers were paid to regreen sloping land hard hit by erosion, before seeking off-farm work or migrating to cities.

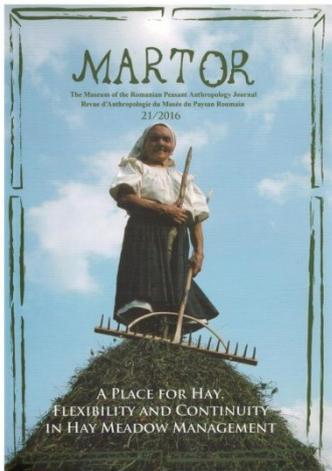
A 2015 world-wide meta-analysis indicates farmland reduces species diversity by 20 to 50% compared with natural ecosystems (1). Regenerating ecosystems rapidly become carbon sinks that underwrite efforts to offset climate change. For example, over 45 million hectares of cropland abandoned after the collapse of the Soviet Union is estimated to have stored 158 million tonnes of CO<sub>2</sub> per year, equivalent to 42% of the UK's annual emission (2). Protection of wild species in areas like Kazakhstan was possible due mainly to massive human migration to cities.

"Back to the Wild" by Joseph Poore in *New Scientist* N°3138, 12 August 2017, pp. 3 (editorial) and 26-29; (1) 2015 meta-analysis of 284 studies covering 11,525 sites around the world (p. 28); (2) I. Kurganova *et al.* Carbon cost of collective farming collapse in Russia at Wiley Online <http://onlinelibrary.wiley.com/doi/10.1111/gcb.12379/abstract>; FAO map at New Scientist online: <https://twitter.com/newscientist/status/895671091464720385>



## Resources

### Make hay while the sun shines and much more



*A Place for Hay. Flexibility and Continuity in Hay Meadow Management*, MARTOR The Museum of the Romanian Peasant Anthropology Journal 21/2016. As part of the dynamic of contemporary history, landscapes in Europe have changed dramatically over the last century, due to socio-political and economic developments that led to a decreasing number of areas managed in a traditional manner, such as the highly biodiverse semi-natural hay meadows. This challenges the use and transmission of local and traditional knowledge of making hay. Even as there is

growing consensus in ecology scholarship on the importance of these traditional techniques in biodiversity management, as well as on their dependence on the survival of the small-scale farm households, much of this knowledge is neither integrated nor legitimized by agro-environmental policies. The homogenizing pressure of EU policies paired with the flexible pressure of neoliberal market forces gave rise to a new, post-modern rurality, where processes of de-peasantisation and re-peasantisation run side by side as livelihood strategies. This issue of MARTOR focuses on the social history of hay and recent transformative dynamics, collecting original contributions and multi-disciplinary approaches regarding bio-cultural heritage, current practices and routines of making hay, including traditional knowledge, public policies in land management and how hay features in art and museology. 16 articles, of which 14 in English and 2 in French. (From back cover). For more information, contact Anamaria Iuga, [anaiuga@gmail.com](mailto:anaiuga@gmail.com)



### DicAT illustrated four-language online dictionary of traditional agriculture – COMING SOON

DicAT

Dictionary of Traditional Agriculture: English-French-Chinese-Japanese



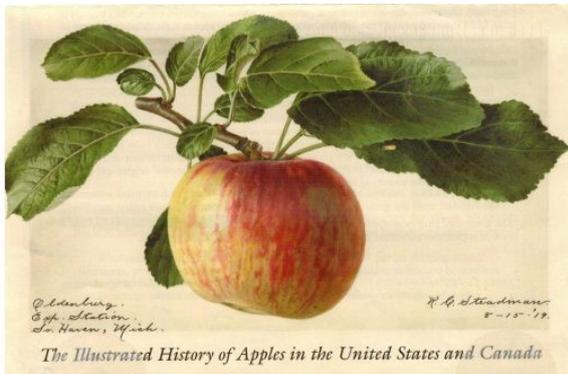
DicAT presents traditional agricultural techniques in parallel in four languages: French, English, Chinese and Japanese. Begun in 2009, the dictionary is the fruit of the expertise of academics and researchers. It has been enriched by a scientific bibliography and numerous illustrations to highlight the specificities of each culture

Presentation of the terms is original in following a thematic organization. Terms can be searched for by word or by category. The dictionary will continue to be developed and presently contains the following thematic files: cereals, plant morphology, ploughing, sowing, field systems, fertilization, water control, harvesting, threshing, fruit and vegetables, horticulture, stock-raising, viticulture and fish farming.

DicAT is a compendium of traditional agricultural knowledge before the use of industrial chemistry widely known through online catalogues. DicAT thus hopes to contribute to safeguarding natural resources, protecting the environment and bio-diversity, and to valorizing the principles of traditional agriculture.



## Apples, apples and more apples – all you could wish for



Daniel J. Bussey, edited by Kent Whealy.  
*The Illustrated History of Apples in the United States and Canada*. JAK KAW Press, LLC, 7 volumes (each 500-600 pp), hardback, 16,350 varietal listings, 9,700 synonyms, 1,400 watercolors, 2007.

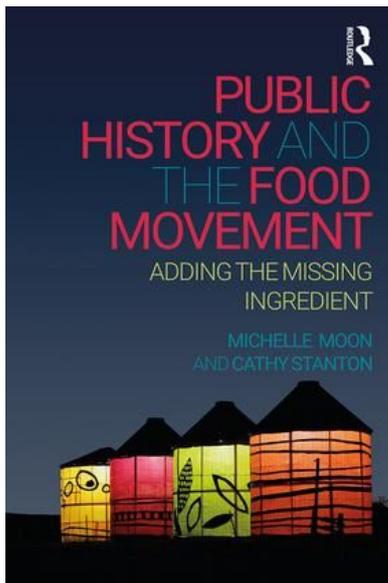
This new work on pomological history cites 1,650 publications from various

For further information: <https://www.jakkawpress.com/>

sources from horticultural society reports to government bulletins and nursery catalogues. Many of the illustrations are based on the United States Department of Agriculture's 1846-1942 programme enlisting artists to paint 38 families of fruits, among them, apples. The books emphasize the interactions between various actors on the apple scene such as pomologists, local growers and nurseries, horticultural societies, breeders and government research stations and recalls the high prestige of apples in both everyday life and in competitions on a local to national level, as well as in world fairs.



## Public History and the Food Movement



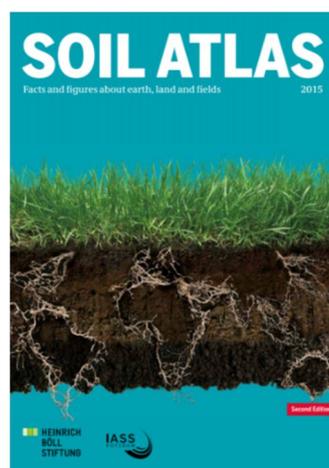
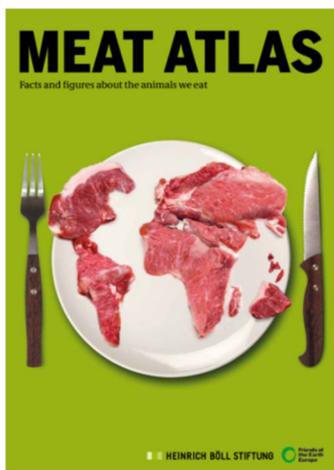
Michelle Moon and Cathy Stanton. *Public History and the Food Movement. Adding the Missing Ingredient*. 206 pages, 23 B/W Illus, Routledge, 2018.

*Public History and the Food Movement* argues that today's broad interest in making food systems fairer, healthier, and more sustainable offers a compelling opportunity for the public history field.

The authors show how linking heritage institutions' unique skills and resources with contemporary food issues can offer accessible points of entry for the public into broad questions about human and environmental resilience. They argue that this approach can also benefit institutions themselves, by offering potential new audiences, partners, and sources of support at a time when many are struggling to remain relevant and viable. Interviews with innovative practitioners in both the food and history fields offer additional insights. Drawing on both scholarship and practice, *Public History and the Food Movement* presents a practical toolkit for engagement. Demonstrating how public historians can take on a vital contemporary issue while remaining true to the guiding principles of historical research and interpretation, the book challenges public historians to claim an expanded role in today's food politics. The fresh thinking will also be of interest to public historians looking to engage with other timely issues.



## Meat and Soil Atlases, chock full of information



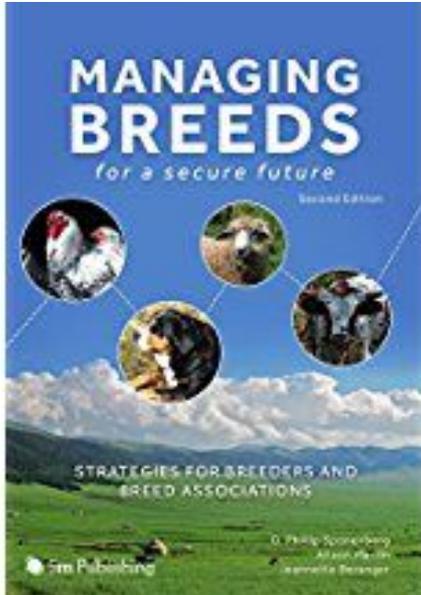
Seen at the IGA (International Garden Show see <https://iga-berlin-2017.de/en>) in Berlin, summer 2017, in the special section devoted entirely to rural and urban agriculture:

MEAT ATLAS: facts and figures about the meat we eat, free download at [https://www.foeeurope.org/sites/default/files/publications/foee\\_hbf\\_meatatlas\\_jan2014.pdf](https://www.foeeurope.org/sites/default/files/publications/foee_hbf_meatatlas_jan2014.pdf)

SOIL ATLAS: [https://www.boell.de/sites/default/files/soilatlas2015\\_ii.pdf](https://www.boell.de/sites/default/files/soilatlas2015_ii.pdf)



## Managing Breeds for a Secure Future, 2nd Edition, Strategies for Breeders and Breed Associations



by Phil Sponenberg, Alison Martin, and Jeannette Beranger, 5M Publishing, Sheffield UK, 2017

Bringing together the experience of three top academic experts in breeding procedure, this up-to-date edition of *Managing Breeds for a Secure Future* examines breeding and genetics at a level accessible to all. This new edition has been revised to cover emerging debates in animal breeding and includes domestic species, such as dogs and horses. The authors skillfully use a clear discussion of

theoretical genetics to explain its practical applications to a wide audience of livestock and domestic animal breeders. Specific examples are provided throughout to illustrate how decisions regarding breeding and management relate back to genetic theory. Advice is given on all areas pertaining to the process of responsible breed management from selecting pairs and mating systems to registry functions and long-term management. Current topics of interest covered include: breeding for robustness and disease resistance, international movement of livestock, and preserving endangered breeds. Breed associations are also discussed in depth with particular emphasis on how reducing common conflicts can secure the future of breeds for generations to come. This practical book offers a comprehensive examination of breeding practices aimed at livestock and dog breeders of all abilities and experience levels. For more information, contact AIMA member and regular newsletter contributor Jeannette Beranger

[jberanger@livestockconservancy.org](mailto:jberanger@livestockconservancy.org)



## Minutes of AIMA General Assembly 2017



Executive Committee members taking a deep breath with the elephant in the lobby of the Estonian National Agricultural Museum and preparing the General Assembly, Photos C. Griffin-Kremer

## MINUTES

The General Assembly of the 18<sup>th</sup> International Congress of Agricultural Museums

Date: Friday, 12 May 2017

Location: Assembly Hall, Estonian University of Life Sciences, Tartu, Estonia

17:30 Meeting called to order by President, Ms. Merli Sild (Piret Hion); designated Kerry-Leigh Burchill as official chair of meeting. Burchill welcomed General Assembly (AIMA members).

Holders of Proxy: 45 present or represented out of 57 members – quorum confirmed. List of proxies with holders of proxies recorded at registration desk. Voting required to affirm reports (3 options: agree, disagree, abstain).

Burchill thanked Sild and her staff for hosting the congress. AIMA members affirmed.

Approval of 2014 General Assembly Minutes (Burchill): Reviewed by General Assembly in 2015; summary in French and English required; published on AIMA website and in *Journal Officiel de la République française*. Approved 45 votes (unanimous).

Report of President Sild read by Hion. 2014 Congress introduced Estonia as host of 18<sup>th</sup> Congress (2017 May). June 2015 AIMA president and secretary general participated in ICOM as affiliate member and represented AIMA at international expositions to maintain AIMA visibility in international museum community. ICOM minutes documented AIMA's participation and mission (publication in Newsletter)

Report of Executive Secretary (Dr. Cozette Griffin-Kremer). Outgoing secretary general report read and approved by Exec Com. Members approved the report for publication in the newsletter and filling in the archive.

Report of Treasurer (Mr. Pierre Del Porto), 2014-2015-2016. Expenses include filing fees for legal register (*Journal Officiel de la République française*), change of official address to COMPA, opened bank account; launched PayPal buttons on website for dues, and this requires a commission fee to PayPal. Revenue includes dues 2530.75 Euros TOTAL: 2276.04 Euros. Approved 45 votes (unanimous). Del Porto requested those paying with wire transfer confirm payment with Secretary and Treasurer. Directions will appear in Newsletter. Give "quibus" (vote of confidence) in Del Porto. Approved 45 votes (unanimous). Audit Committee (independent of Treasurer); members Petre, Watson, Sheridan reviewed financial report in March 2017 (ending Dec. 31, 2016). Figures compliant with budget. Burchill informed the membership that Del Porto will start using a different branch of the same banking institution. Approved 45 votes (unanimous).

Membership (Mr. Del Porto): table of numbers of members, presented for information to members.

AIMA Budget, Provisional, 2017-2020 (Mr. Del Porto): Expenses: office supplies; translation fees (Newsletter and Internet); website fees and expansion; PayPal commission TOTAL: 1300 Euro. Revenue: membership increase of 5-10 as goal. No fee increase to keep AIMA an affordable organization; fees remain 10 Euros (Individual); 40 Euros (Institution). 70 members for 1300 Euros. Approved 45 votes (unanimous). Membership fees approved as existing. Approved 45 votes (unanimous).

Statutes (Burchill / Reid): Discussion of proposed changes to Statutes, discussed at three Executive Committee meetings. Revisions/Clarifications: ICOM ethics; member benefits with institutional vote of 3 rather than 1; clarify role of executive committee officers and advisors. The Executive Committee requests that the AIMA members take time to review and convey their opinions (by July 31); the Executive Committee will review and approve changes (2018 Exec Com meeting). 45 approvals (unanimous).

Nominees for AIMA Executive Committee (Secretary, Dr. Griffin-Kremer presiding; Burchill excused herself; Hughes excused herself). President: Douglas; First VP: Hughes; Second VP: Reid; Treasurer: Del Porto; General Secretary: Burchill; Counselors: Sild, Griffin-Kremer, Baatz (Kropp, alternate), Sarkar, Horio, Ignatowicz, Petre (Auditing Committee), Sosič (Auditing Committee), Watson (Auditing Committee). Discussion about meaning of the term "alternate" and the purpose of the designation. 45 votes (unanimous).

Location of CIMA 19 (2020) (Hughes): Museum of English Rural Life, Reading, England, shared a 3 minute film on "Our Country Lives," a new exhibit in the rural museum, situated on the University of Reading campus in the city of Reading. Executive Committee unanimously recommends acceptance. 2023 congress proposals welcomed at any time. Exec Com is exploring India.

Business from the Floor: Del Porto reported that the signatures on the bank account include: Exec Com President, Treasurer, Executive Sec., and one Independent Observer (Griffin-Kremer 2017). Signers must physically appear at the bank branch. Approved 45 votes (unanimous).

Adjourn 18:35 Griffin-Kremer moved; Hughes seconded. Unanimous approval.

Photograph of 2017-2020 AIMA Executive Committee and Officers

### AIMA CONSEIL D' ADMINISTRATION (Executive Committee) 2017-2020

#### OFFICERS / ADMINISTRATEURS

Oliver Douglas	President (UK)
Isabel Hughes	First Vice President (UK)
Debra Reid	Second Vice President (USA)
Kerry-Leigh Burchill	General Secretary (Canada)
Pierre Del Porto	Treasurer (France)

#### COUNSELORS / CONSEILLERS

Merli Sild	Estonia
Cozette Griffin-Kremer	France
Henning Baatz	Germany
Claus Kropp	Germany (Alternate)
Surajit Sarkar	India
Hisashi Horio	Japan
Hanna Ignatowicz	Poland
Gheorghe Petre	Romania (Auditing Committee Member)
Barbara Sosič	Slovenia (Auditing Committee Member)
Pete Watson	USA (Auditing Committee Member)

### COMPTE RENDU

Assemblée Générale du XVIIIe Congrès de l'Association Internationale des Musées d'Agriculture  
Vendredi 12 mai 2017

**Lieu :** Grand Amphithéâtre, Université Estonienne des Sciences de la Vie, Tartu, Estonie

17:30 L'Assemblée est ouverte par la Présidente de l'AIMA, Mme Merli Sild (assistée par Mme Piret Hion); Kerry-Leigh Burchill accepte de présider et souhaite la bienvenue aux membres de l'AIMA.

**Procurations :** 45 présents ou représentés sur 57 membres – le quorum est assuré. La liste des procurations et des mandataires est enregistrée au bureau d'accueil. Votes prévus pour approuver les rapports (3 options : d'accord, pas d'accord, abstention).

Burchill remercie Sild et le personnel du Musée Estonien d'Agriculture de leur accueil. La liste des membres d'AIMA est confirmée.

**Approbation du compte rendu de l'Assemblée Générale de 2014** (Burchill): examiné lors de la réunion du Conseil d'Administration (Executive Committee) de 2014 ; résumé en français et en anglais ; publié sur le site Internet de l'AIMA et dans le *Journal Officiel de la République française*. Approbation unanime (45 votes).

**Rapport du Président** lu par Hion. L'Estonie devient l'hôte du XVIIIe Congrès (mai 2017) lors du Congrès 2014. En juin 2015, la Présidente de l'AIMA et la Secrétaire Générale ont participé à la réunion annuelle de l'ICOM en tant que membre affilié et ont représenté l'AIMA lors de réunions internationales afin d'assurer la visibilité de l'AIMA auprès de la communauté internationale des musées. Les comptes rendus de l'ICOM ont confirmé la participation de l'AIMA et sa mission (publication dans le Bulletin).

**Rapport de la Secrétaire Générale sortante** (Dr. Cozette Griffin-Kremer). Rapport lu et approuvé par le Conseil d'Administration (Executive Committee). Les membres de l'AIMA ont approuvé la publication du rapport dans le Bulletin et le dépôt aux archives de l'AIMA.

**Rapport du Trésorier** (M. Pierre Del Porto), 2014-2015-2016. Les dépenses incluent les honoraires de déclaration légale (*Journal Officiel de la République française*), le changement d'adresse officielle au COMPA (Conservatoire de l'agriculture, Chartres, FR), l'ouverture du compte en banque ; intégration des boutons PayPal sur le site Internet pour le règlement des adhésions requiert une commission à PayPal.

**Revenus** comprend adhésions 2530,75 euros TOTAL : 2276,04 euros. Approuvé (45 votes, à l'unanimité). P. Del Porto a demandé à ceux qui souhaitent payer par transfert bancaire de confirmer leur règlement auprès de la Secrétaire et du Trésorier. Des instructions seront publiées dans le Bulletin. Quitus donné au Trésorier (Del Porto). Approuvé (45 votes, à l'unanimité). Le Comité d'Audit (indépendant du Trésorier) : membres Petre,

Watson, Sheridan ont examiné le rapport financier en mars 2017 (clôturé 31 décembre 2016). Les chiffres s'accordent avec ceux du budget. Burchill a informé les Membres que Del Porto utilisera une autre succursale de la même banque. Approuvé (45 votes, à l'unanimité).

**Adhésions** (M. Del Porto) : tableau du nombre de membres, présenté pour l'information.

**Budget Provisoirel, 2017-2020** (Del Porto) : Dépenses : fournitures de bureau ; honoraires de traduction (Bulletin et Internet) ; honoraires site Internet et développement ; commission PayPal TOTAL : 1300 euros. Revenus : objectif d'accroître le nombre de membres de 5-10 par an. Pas d'augmentation du prix d'adhésion pour que l'AIMA reste accessible ; frais d'adhésion restent au niveau de 10 euros (individuel), 40 euros (institution). 70 membres pour 1300 euros. Approuvé (45 votes, à l'unanimité). Frais d'adhésion approuvés. Approuvé (45 votes, à l'unanimité).

**Statuts** (Burchill / Reid) : Discussion des changements proposés aux Statuts lors de trois réunions du Conseil d'Administration (Executive Committee). Révisions/Clarifications : Code d'éthique de l'ICOM ; avantages des membres institutionnels (3 votes plutôt qu'un seul) ; clarifier le rôle des administrateurs au Conseil d'Administration (Executive Committee) et des conseillers. Conseil d'Administration (Executive Committee) demande aux membres de l'AIMA d'examiner cette question et de communiquer leurs avis (au plus tard le 31 juillet 2017) ; le Conseil d'Administration (Executive Committee) examinera et approuvera d'éventuels changements (lors de la réunion du Conseil d'Administration en 2018). Approuvé (45 votes, à l'unanimité).

**Nominations pour le Conseil d'Administration** (Executive Committee) (Secrétaire, Dr.. Griffin-Kremer ; Burchill excusée d'assister ; Hughes excusée d'assister). Président : Douglas ; Première Vice-Présidente : Hughes ; Seconde Vice-Présidente : Reid ; Trésorier : Del Porto ; Secrétaire Générale : Burchill ; Conseillers : Sild, Griffin-Kremer, Baatz (Kropp, Alternate), Sarkar, Horio, Ignatowicz, Petre (Comité d'Audit), Sosič (Comité d'Audit), Watson (Comité d'Audit). Discussion du rôle de « Alternate ». Approuvé (45, à l'unanimité).

**Lieu du CIMA XVIII (2020)** (Hughes): Museum of English Rural Life, Reading, Angleterre; Hughes a présenté un film de 3 minutes "Our Country Lives", la nouvelle exposition permanente; le musée est situé sur le campus de l'Université de Reading, dans la ville de Reading. Le Conseil d'Administration (Executive Committee) recommande unanimement l'approbation. Propositions pour accueillir le Congrès 2023 sont bienvenues. Le Conseil d'Administration (Executive Committee) examinera la proposition d'un accueil en Inde.

**Questions générales:** Del Porto note que les signataires du compte bancaire sont le Président, Trésorier, Secrétaire Générale et une Observatrice Indépendante (Griffin-Kremer 2017). Les signataires doivent se rendre en personne à la succursale de la banque. Approuvé (45 votes, à l'unanimité).

La séance est levée à 18h35, sur proposition de Griffin-Kremer, secondée par Hughes. Approuvé à l'unanimité. Photographie du Conseil d'Administration (Executive Committee) 2017-2020, administrateurs et conseillers.



## Join the AIMA via PayPal

**Membership forms and Paypal are available online in English, French, German, Russian and Spanish on the AIMA website at <https://agriculturalmuseums.org/>**



**Editorial Disclaimer:** editors and contributors have made every effort to identify copyright-holders of free-access online material. We apologize for any errors or omissions and would be grateful to be notified of any corrections, which will be incorporated in future issues of this Newsletter.





Photos Debra Reid

**With thanks to the staff of the Estonian National Agricultural Museum who made us feel welcome at all hours of the day**