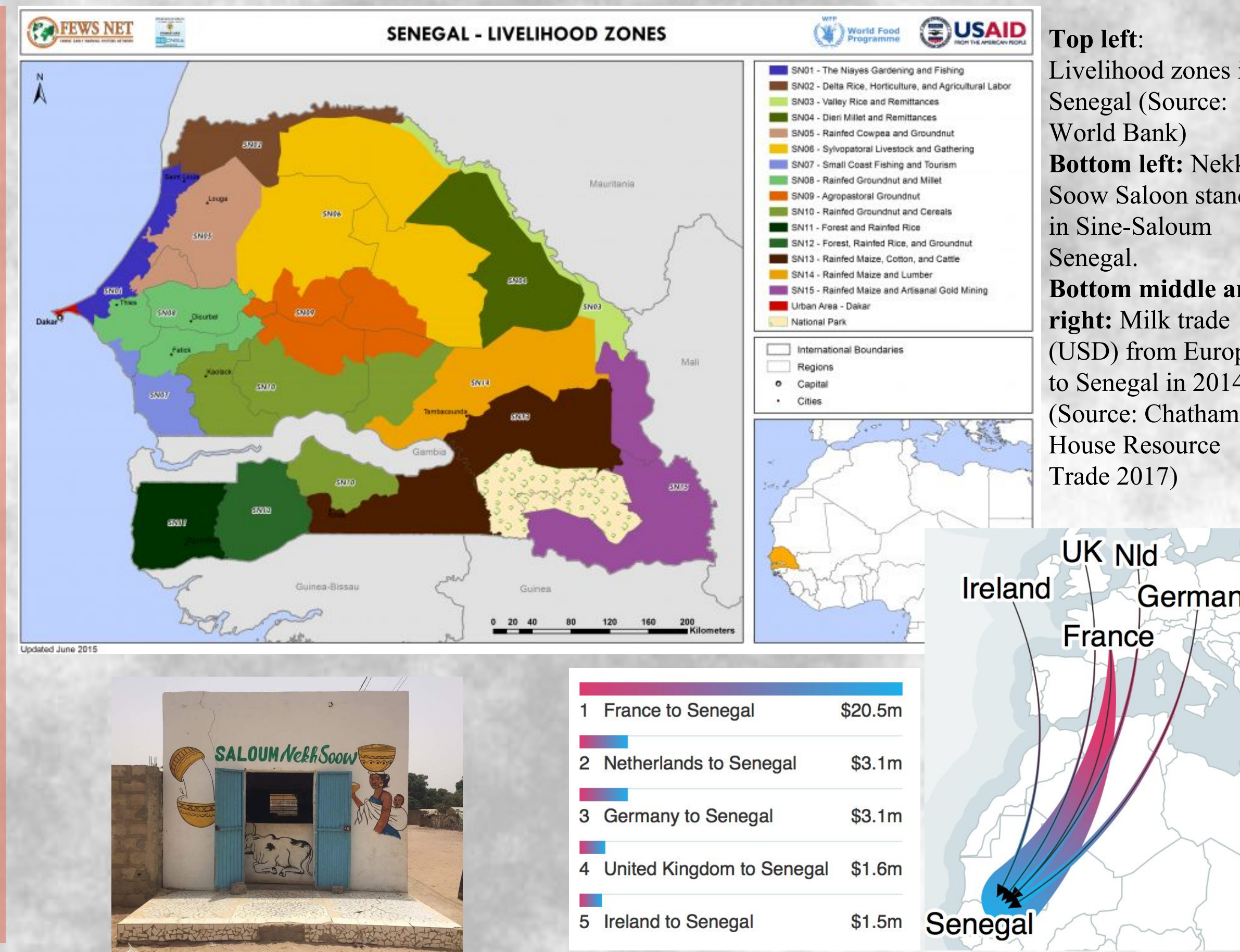


GOT NEOLIBERALISM? : A POLITICAL ECOLOGY OF POWER IN SENEGAL'S MILK MARKET

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HTTP://BIT.LY/M_I_L_K

How do power relations influence the control of consumable commodities within a neoliberal system?

- ❖ **Modern World Systems & Dependency Theory:** useful in recognizing structural power of capitalist economies, however, exhibits an inherent bias (Drache et al 201, Balaam & Dillman 2015)
- ❖ **Transnational Advocacy Networks:** in a neoliberal system where institutional power crosses borders, so do methods of advocacy and resistance (Keck and Sikkink 2014)
- ❖ **Political Ecology:** politics are inevitably ecological and ecology is inherently political (Robbins 2012). Political ecology of consumption recognizes a multi-network system.
- ❖ **Consumable commodities:** Goods that are made and traded with the intention of being consumed can reveal patterns of power. Consumption of these goods is deeply ingrained and not based on individual choice (O'Rourke et al 2015).



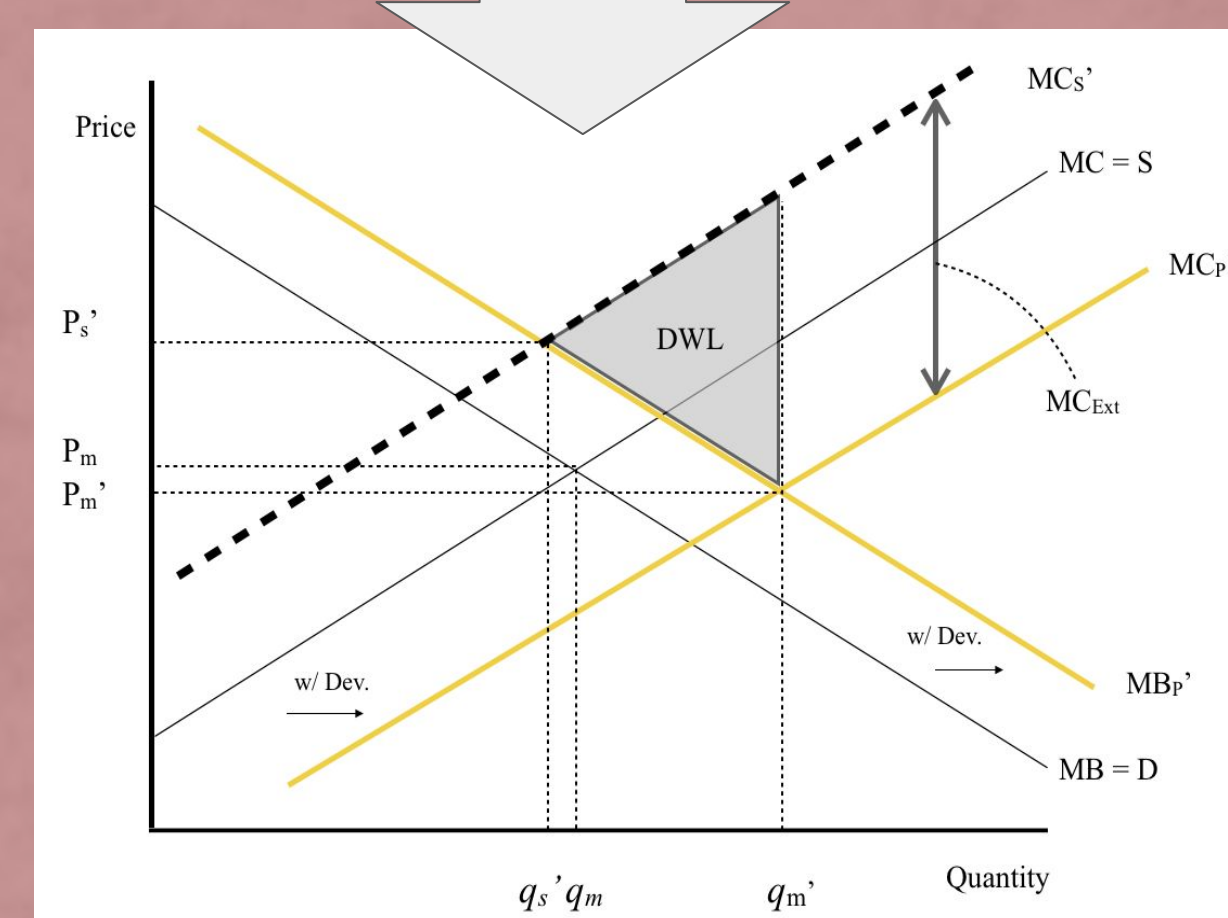
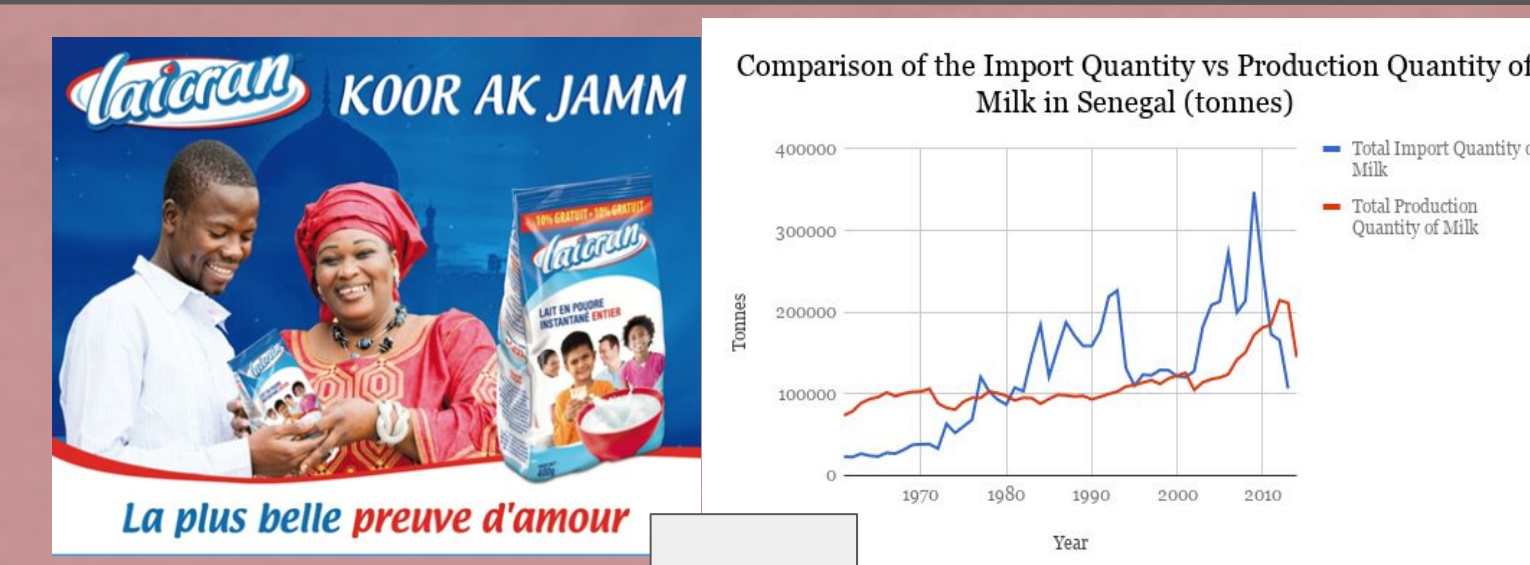
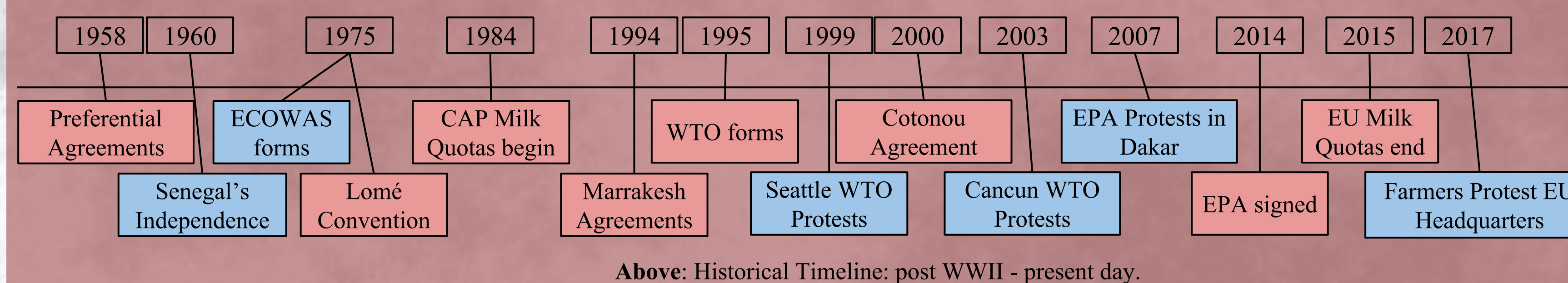
ARGUMENT

Powerful **institutions** capitalize on Senegal's dairy market by creating more liberalized/preferential trade, steering a supply of powdered milk, and advertising this product as both modern *and* traditional. **Discourse** is used to resist this institutional power at the state, civil society, and private level. While institutional **economic** control of milk in Senegal can represent a microcosm of **neoliberal** control that "core" countries hold over "peripheral" countries, the **resistance** to this control is a successful example of **transnational** and **collective** power.

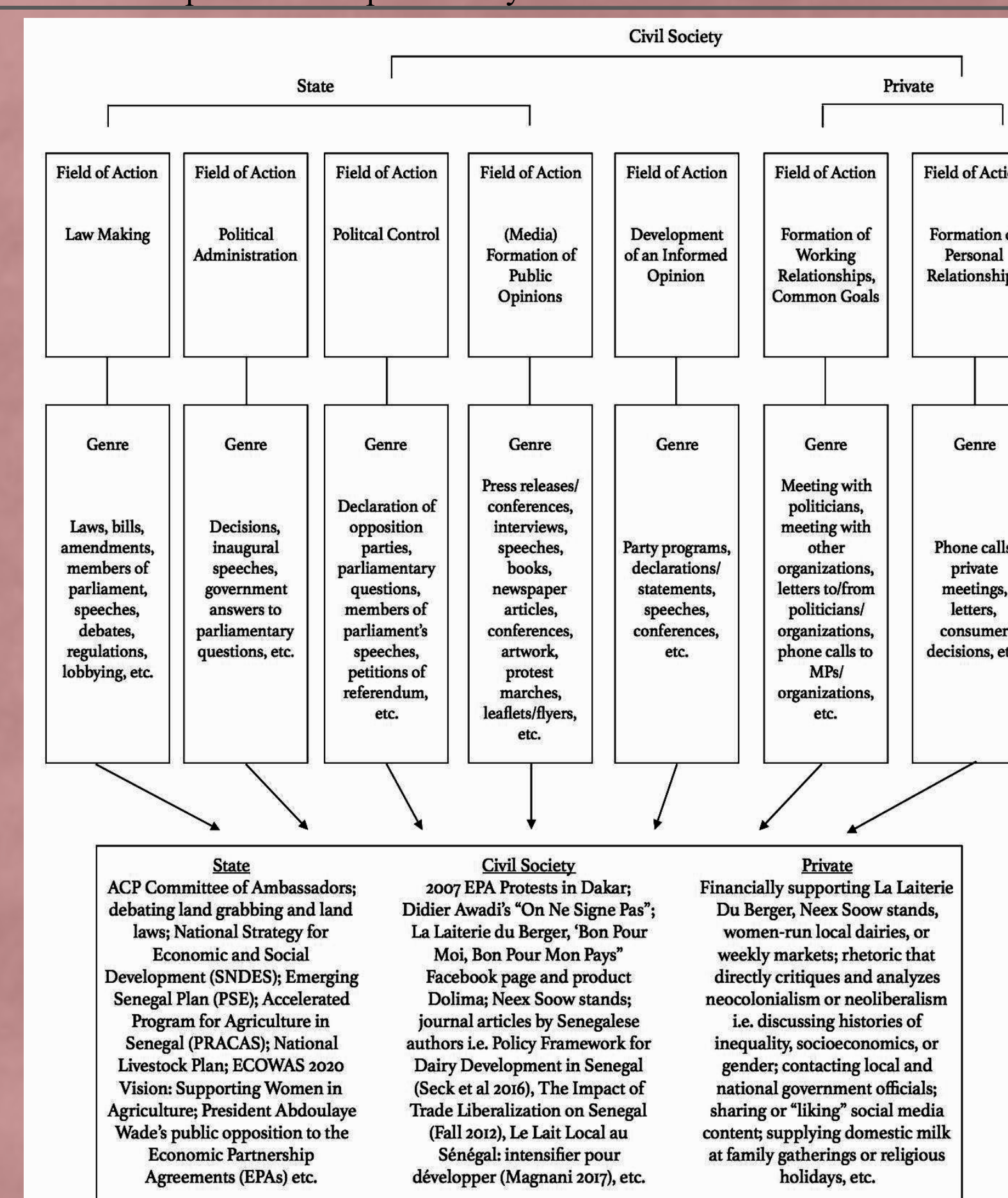
SITUATED CONTEXT

- ❖ The EU introduced the Common Agricultural Policy **Milk Quotas** in 1984 to curb overproduction due to low demand, limiting how much EU farmers could produce (Marquer 2015).
- ❖ 1970s: EU multinational corporations began exporting "mountains" of surplus **milk powder** throughout Asia and Africa. European milk powder became most **widely** consumed dairy product in some countries.
- ❖ Senegal's agriculture is historically **pastoral**; much of the rural population owns and rears cattle → Milk powder, primarily from **France**, absorbs **46-96%** of the milk market (Corniaux et al 2012).
- ❖ Demand for milk is high in Senegal; more **domestic** production could benefit rural farmers, however it is profitable for MNCs
- ❖ In 2015, the **CAP milk quotas ended**. Milk powder will increase ~**40%** by 2025 in West Africa (Orasmaa 2016). Domestic commercial production will be difficult.

How have powerful institutions capitalized on Senegal's milk market, and what forms of resistance at the local, state, or international level have challenged these institutions?



Upper left: Senegal outreach billboard (Source: Lactalis International). Upper right: Comparison of import quantity vs production quantity of milk in Senegal 1960-2014 (Source: World Bank). Bottom: Externalities and deadweight loss of an increase of foreign imports in a market.



DISCUSSION

- ❖ Multinational corporations, transnational economic organizations and neocolonial ideas capitalize on Senegal's dairy market.
- ❖ Discourse at the state level through administrative acts and declarations, at a civil society level through media and scholarship, and at a private society level through conversation informs resistance.
- ❖ Scale matters: institutional power is more effective when it crosses borders, and so is resistance.
- ❖ Powdered milk becomes a neocolonial form of power because it is a rejected surplus from the "core" sent to the "periphery".

POLICY RECOMMENDATIONS

- ❖ Global Milk Quota
- ❖ Tax MNCs when their products cross borders.
- ❖ Decrease foreign investment in dairies and promote domestic investment.

FURTHER RESEARCH

- ❖ Low income and women farmers would not be substantially benefited by an increase of domestic dairies.
- ❖ Climate change and the use of new agricultural technologies.
- ❖ The use of commodities to show patterns of power and/or global systems.

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