

**Corporeal Crafting:
Producing Cider and Cider-Makers in Wales and Herefordshire**

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This paper explores craft cider-making in Wales and Herefordshire, with a particular focus on how production processes create the cider-maker's sense of self as a skilled and ethical artisan. Arguing that it is in the corporeal intermingling of human and non-human bodies that craft is produced and constructed, I elucidate how the bodies of cider-makers, their end-consumers, apples, barrels, yeasts, sugars and additives coterminously break down and absorb each other. On one hand, this process is consciously managed through the cider-maker's skill and use of technology but on the other 'nature' is left to its own devices: it is in this delicate balance between nature, technology and human intervention that cider-makers locate their craft and distinguish their practices and products from those of larger producers. This 'natural' quality of cider is made manifest upon makers tasting their product at various stages, a process that involves recognising and imagining how the multiple bodies of cider will interact and abstracting this subjective experience into codified taste profiles and a marketable product. These embodied skills and practices, I demonstrate, not only help distinguish their cider as 'craft', but also corporeally construct the cider-maker as a 'crafter'.

Biography

Dr Emma-Jayne Abbots is Senior Lecturer in Anthropology at UWTSd Lampeter and Research Associate at the SOAS Food Studies Centre, London. Her research addresses the cultural politics of food and drink and the visceral practices of their production and consumption. She is broadly concerned with material and embodied engagements with food, relationships with the environment, and the political ecologies of food knowledges. In addition to a number of chapters and articles on these topics, Abbots is the author of *The Agency of Eating* (Bloomsbury 2016), and the co-editor of *Why We Eat, How We Eat* (Ashgate 2013) and *Careful Eating* (Ashgate, 2015).