



Feeding the Future Text Typology in Agri-Food Translation

M. Mar Rivas Carmona, M. Ángeles Ruiz Romero

Feeding the Future
Text Typology in Agri-Food Translation

Feeding the Future
Text Typology in Agri-Food Translation

MARÍA DEL MAR RIVAS CARMONA,
MARÍA ÁNGELES RUIZ ROMERO

UNIVERSITAT DE VALÈNCIA
2021



ENGLISH IN THE WORLD SERIES

GENERAL EDITOR

Antonia Sánchez Macarro
Juan José Martínez Sierra
Universitat de València, Spain

ADVISORY EDITORIAL BOARD

Professor Enrique Bernárdez
Universidad Complutense de Madrid, Spain

Professor Anne Burns
Macquarie University, Sydney, Australia

Professor Angela Downing
Universidad Complutense de Madrid, Spain

Dr Martin Hewings
University of Birmingham, Great Britain

Dr Ken Hyland
University of East Anglia, Great Britain

Professor James Lantolf
Penn State University, Pennsylvania, USA

Professor Michael McCarthy
University of Nottingham, Great Britain

Professor Eija Ventola
University of Helsinki, Finland

© The author © 2021 by the Universitat de València

Design and typeset: Celso Hdez. de la Figuera
Cover design by Pere Fuster (Borràs i Talens Assessors SL)

ISBN: 978-84-9134-745-3

Digital edition



CONTENTS

Introduction	9
1 Current context of agri-food.....	13
1. The image of Spanish agri-gastronomic culture abroad...	16
2. The enhancement of Spain's gastronomy	17
3. Agri-food and translation in the academic field.....	19
2 Textual typologisation of the field of agri-food.....	25
1. Genre and text types	25
1.1 Review of the main text typology models.....	25
1.2 Importance and usefulness of a textual classification in translation	30
2. Typologies in translation	31
3. Linguistic characterisation of agri-food texts	35
3 The world of agri-food: text types	43
1. <i>Texts as a vehicle of knowledge</i> : agri-scientific and agri-tech- nical texts	43
1.1 General characteristics of scientific-technical texts....	44
1.2 Text typology of scientific-technical texts	47
1.3 A specialised text of scientific knowledge	52
1.4 A technical text for practical use	64
1.5 Assessment of the skills required	75
2. <i>Texts as a vehicle of health information</i> : agri-medical and agri- health texts.....	76
2.1 General characteristics of scientific-technical texts....	77
2.2 Text typology of medical-health texts	78
2.3 A semi-specialised informative text	82
2.4 Assessment of the skills required	96



3. <i>Texts with a legal purpose: agri-legal and agri-administrative texts</i>	97
3.1 General characteristics of legal-administrative texts..	98
3.2 Text typology of legal-administrative texts	99
3.3 A specialised regulatory text	101
3.4 An administrative-economic agribusiness text	118
3.5 Assessment of the skills required	132
4. <i>Texts with an expressive value: agri-literary texts</i>	133
4.1 General characteristics of literary texts	133
4.2 Text typology of literary texts	139
4.3 A culinary literary text in prose	141
4.4 Poetic praise for good gastronomy	151
4.5 Assessment of the skills required	156
5. <i>Texts that promote a destination: agri-tourist texts</i>	158
5.1 General characteristics of tourist texts	158
5.2 Text typology of tourist texts.....	160
5.3 An inviting tourist leaflet	162
5.4 Assessment of the skills required	175
6. <i>Texts that promote a product: agri-advertising texts</i>	176
6.1 General characteristics of advertising texts	176
6.2 Text typology of advertising texts.....	179
6.3 An ‘innocent’ advertising campaign	180
6.4 A ‘naughty’ advertising campaign.....	190
6.5 Assessment of the skills required	196
7. <i>Tasty texts that feed: agri-gastronomic and agri-culinary texts</i>	197
7.1 General characteristics of gastronomic and culinary texts.....	198
7.2 Text typology of gastronomic-culinary texts.....	199
7.3 An audiovisual television cooking programme.....	200
7.4 A traditional recipe in an online book	215
7.5 Assessment of the skills required	229
4 Concluding remarks	231
References	245



INTRODUCTION

The agri-food sector is composed of the primary sector, mainly for the series of activities that come under agriculture, farming, fishing and forestry; the secondary sector, in which processing activities of raw materials obtained in the primary sector are included; and the link between these and other sectors such as that of the tertiary or service sector (García Delgado, 2003).

According to the Ministry of Agriculture and Fisheries, the “agri-food system” includes all activities that are, directly or indirectly, related to the agri-food industry. The ‘hard core’ of this system, together with primary production, would be made up of wholesale marketing both at the source and destination, first and second industrial processing and retail distribution. Activities related to the aforementioned could also be included, such as logistics, the group of input suppliers for agricultural, farming and fishing production, and for the food industry, and even certain areas of the scientific community linked to this sector (Langreo Navarro, 2005). This can be summarised with the following phases or main groups of activities:

- Primary sector activities (agriculture, farming, fishing and forestry)
- Agri-food industry
- Input industries and agri-food sector services
- Transporting of agricultural and agri-food products
- Distribution of agricultural and agri-food products

This is, then, quite a varied sector which encompasses not only agriculture, farming, fishing and forestry, but also the processing of raw materials which is carried out in the industries, as well as the distribution and marketing of the products.

Some of the most representative subsectors of the agro-industry sector, according to Andalucía’s Regional Government Department of Agriculture and Fisheries’ “Strategic plan for the Andalusian agro-industry” (2013), are:



- Oil mills and/or packaging
- Wineries and/or bottling of wines and cavas
- Handling and packaging of fresh horticultural products
- Preserves, semi-preserves and vegetable juices
- Manufacturing of spices, aromatic and medicinal products
- Baking and pasta
- Biscuits, pastry and confectionery
- Handling and packaging of dried fruit and nuts
- Handling and packaging of grains
- Food preparation
- Slaughterhouses and cutting plants
- Cold and salted meats
- Milk, cheeses and dairy products
- Fresh meat
- Eggs
- Honey

Numerous texts of various types and purposes arise from each activity belonging to any of these subsectors or the agri-food sector in general. For that reason, although not all need to be translated, those texts from the agri-food sector are indeed a niche market for translators.

It is important to take into account the fact that the Spanish economy relies heavily on the production and manufacturing of food and, therefore, the agri-food sector. Our oils, wines, fruits and vegetables, meat and fish are internationally renowned and are one of the greatest introductions for foreigners to our country.

Moreover, it is estimated that agri-food consumption will continue its upward trend in the coming years as, according to the UN's predictions¹, the world population will increase by more than 2,000 million people by 2050, reaching 11,000 million inhabitants by the end of this century. If this is the case, the FAO² believes that world food production should increase by 50% by the year 2050.

1 Information available in the news section of the UN Department of Economic and Social Affairs. Last accessed: 20th, June, 2019. Accessible at: <https://www.un.org/development/desa/es/news/population/world-population-prospects-2019.html>

2 Information available in the media section of the UN Food and Agriculture Organisation. Last accessed: 20th, June, 2019. Accessible at: <http://www.fao.org/news/story/es/item/471772/code/>



Many economists and public bodies also consider the agri-food sector to be the strategic sector for our economy and one of the pillars for economic recovery: “El sector agroalimentario español se consolida como la primera industria de la economía española, con un crecimiento del 3,8% en 2014, superando los 93.200 millones de euros de facturación. Este sector supone el 22% del PIB industrial, y más del 2,7% del PIB nacional” (*ABC Economía*, 2015).

The figures put the foreign agri-food trade of our country in fourth place in terms of exportation within the European Union and in eighth place globally. According to the Ministry for Agriculture, Fisheries and Food’s Annual Foreign Trade Report (2017), the value of exports in the agri-food and fishing sector reached a record figure of 50,039 million euros, an increase of 6.8% compared to 2016. Agri-food exports accounted for 18.1% of Spain’s total foreign sales during the financial year 2017, after exportation taxes of the industrial and consumption sector.

Governments and institutions, from local to community, have strongly and actively encouraged the production and marketing of agri-food products, not only through schemes but also campaigns such as “Marketing of Spanish foods in international markets” under the slogan “Born in Spain, admired the world over” (Ministry for Agriculture, Fisheries and Food, 2019).

The role of translators could be a determining factor in the success of export activity and the internationalisation process of companies. However, this participation and involvement from the translator is not as commonplace as one would like, even though there are many tasks involved in which they would not only contribute in a significant way, but also be deemed essential.

This work is not attempting to cover every phase of the agri-food system in which a translator could be of great use, but it does try to offer a sample of the wide variety of texts that they would have to face and which go far beyond the quintessential texts of the agri-food industry.

For that reason, we aim to shed light on the following questions:

- Can we really speak of agri-food translation?
- Which text types would be found within agri-food translation?
- What are the characteristics that define this type of translation?
- What skills does the agri-food translator need to tackle each type of text?

Current context of agri-food

As previously mentioned, Spain plays an important role in agri-food activity. In recent years, this activity has become one of the economic drivers in Spain.

According to the data from the report of the Subdirectorate-General of International Merchandise Trade under the Ministry of Industry, Trade and Tourism (2018), the trade balance has been positive since 2004 (Table n^o. 1). Thus, we can see how our export value has doubled in the last ten years, whilst imports in the same sector have increased in a more moderate fashion.

Table 1 Evolution of Spain's foreign trade of agri-food products (thousands of euros). Source: Subdirectorate -General of International Merchandise Trade (2017)

% TOTAL MERCHANDISE			
Year	Coverage Import Export		
2004	107,7%	14,9%	9,8%
2005	102,2%	14,6%	9,5%
2006	105,2%	14,0%	8,6%
2007	101,3%	14,0%	9,0%
2008	103,3%	14,7%	9,5%
2009	111,0%	16,6%	11,6%
2010	113,0%	15,6%	10,7%
2011	113,4%	14,9%	10,8%
2012	121,9%	15,8%	11,3%
2013	129,1%	15,8%	11,4%
2014	130,5%	16,1%	11,2%
2015	130,2%	16,8%	11,8%
2016	133,5%	17,4%	12,2%
2017	132,0%	17,2%	11,9%
2018	131,3%	16,8%	11,4%



Within this sector's tariff classification, 24 groups are included:

1	Live animals	2	Meat and edible offal
3	Fish, crustaceans and molluscs	4	Milk, dairy products and eggs
5	Other animal products	6	Live plants
7	Pulses and vegetables	8	Fruit and nuts
9	Coffee, tea and spices	10	Cereals
11	Grain mill products	12	Oil seeds
13	Juice and vegetable extracts	14	Plaiting materials
15	Fats and oils	16	Meat and fish preserves
17	Sugar and confectionery	18	Cocoa and cocoa preparations
19	Cereals, bakery and pastry	20	Vegetable and fruit preserves
21	Other food preparations	22	Drinks (except juice)
23	Food industry waste	24	Tobacco and substitutes

In 2018, the areas in which the volume of exportation was greater were the following: 8 (fruit and nuts), 7 (pulses and vegetables), 22 (drinks), 20 (vegetable preserves and juice), 2 (meat and edible offal), 15 (animal and vegetable fats and oils), 12 (oilseeds and industrial plants), 23 (food industry waste), 10 (cereals) and 3 (fish, crustaceans and molluscs).

Table 2 Classification by exportation volume for each group.
Compiled by authors based on customs and trade data¹

<i>Group</i>	<i>Total weight (thousands of kg)</i>
08. Fruit and nuts	7.457.157,70
07. Pulses and vegetables	6.176.762,29
22. Drinks	3.472.095,50
20. Vegetable conserves and juice	2.559.674,61
02. Meat and edible offal	2.479.064,22
15. Animal and vegetable fats and oils	2.321.505,05
12. Oilseeds and industrial plants	1.801.061,90
23. Food industry waste	1.794.127,88
10. Cereals	1.169.098,10
03. Fish, crustaceans and molluscs	909.360,71

1 Tax Agency's Chamber of Customs Database. Available at: <http://aduanas.camaras.org/>



In terms of the value of exports, the classification by group would be the following: groups 8 (fruit and nuts), 7 (pulses and vegetables), 2 (meat and edible offal), 22 (drinks), 15 (animal and vegetable fats and oils), 3 (fish, crustaceans and molluscs), 20 (vegetable and fruit preserves), 19 (cereal based products), 16 (meat and fish preserves) and 21 (miscellaneous food preparations).

Table 3 Classification by export value according to groups.
Compiled by authors based on customs and trade data

<i>Group</i>	<i>Total (thousands of euros)</i>
08. Unpreserved fruit and vegetables	8.447.667,33
07. Unpreserved pulses and vegetables	6.070.067,84
02. Meat and edible offal	5.588.623,96
22. Drinks	4.430.392,21
15. Animal and vegetable fats and oils	4.338.011,30
03. Fish, crustaceans and molluscs	3.179.568,73
20. Vegetable and fruit preserves	2.946.193,94
19. Cereal based products	1.681.571,70
16. Meat and fish preserves	1.593.752,13
21. Miscellaneous food preparations	1.592.489,33

Furthermore, the main export destinations for Spanish products are members of the European Union: France (15.9% in value and 18% in volume), Germany (11.5% in value and 13.5% in volume), Italy (11.1% in value and 8.2% in volume), Portugal (9.3% in value and 11.5% in volume) and the United Kingdom (8.1% in both value and volume).

Outside the European Union, these are the biggest importers of our products in terms of volume: China (2.3%), United Arab Emirates (2.1%), The United States (1.9%) and Morocco (1.4%). With regards to value, worth noting are the exports to: The United States (4%), China (2.5%), Japan (1.9%), Switzerland (1.2%) and Morocco (1%).



1

The image of Spanish gastronomic culture abroad

There is an inherent relationship between the image of our country and its gastronomic culture. According to the latest barometer of Spain's image (Real Instituto Elcano, 2018), the foreigners interviewed placed food in second position with 7.2 points out of 10.

As a tourist destination	8,1
Food	7,2
People	7,1
Athletes	6,8
Safety of the country	6,7
Shopping	6,7
Democracy	6,6
Infrastructure	6.5
Current cultural production	6.3
Quality of the education system	6.2
Technological level	6.2
Contributions to development	6.2
Commitment towards climate change	6.1
Economy	6.0
Spanish companies in the country	6.0
Investment potential of the country	5.9
Political life	5.7

In addition, while the Bloomberg agency's 2017 classification regarding the healthiest countries on the planet placed Spain in 6th position behind Italy, Iceland, Switzerland, Singapore and Australia, according to more recent data (Bloomberg, 2019), Spain is now at the top of the list, ahead of Italy. Experts in the matter indicate that, without a doubt, one of the keys to success for these two European countries is the healthy food habits associated with the Mediterranean diet.²

2 *El País Digital*. «España desbanca a Italia como el país más saludable del mundo» [«Spain displaces Italy as the healthiest country in the world»]. Accessible at: https://elpais.com/sociedad/2019/02/25/actualidad/1551100056_494088.html

España tiene la mayor esperanza de vida al nacer de toda la UE: 82,9 años. Además, el Instituto para la Métrica y la Evaluación de la Salud (IHME) de Washington predice que



This data is a clear reflection on international tourism expenditure within our own borders, which stands at 15.5% of the total. According to the report «Gastronomy in the Spanish Economy» (KPMG, 2019): «With such good value for money, Spain is unbeatable in gastronomy». We cannot forget that Spain was home to 232 Michelin star restaurants in 2019, as well as receiving recognition for 1447 restaurants in the Gastroeconomy guide (*Gastroeconomy*, 2018). Similarly, Spain topped the list of «The World's 50 best restaurants» (2018) with 7 award-winning restaurants, ahead of The United States (6), France (5), Italy (4), The United Kingdom (4), Peru (3), Japan (3), Thailand (2) and Mexico (2).

2

The enhancement of Spain's gastronomy

The aforementioned data would not be possible without help from governments and institutions as well as the business fabric of our country. There are many institutions and organisations that are committed to the agri-food sector, regulating and improving it in order to preserve it and make it well-known to the rest of the world.

The 'Royal Spanish Academy of Gastronomy', created 27 years ago, is one that stands out, supported by the respective regional academies. Its initiatives include the creation and awarding of national and memorial awards in gastronomy; and the creation and establishment of the Chair of The Royal Academy of Gastronomy that, together with the Alfonso X El Sabio University, offers the Expert Degree in the Basics of Gastronomy.

The Royal Academy of Gastronomy has recently launched, in collaboration with Google, Spain: 'Cocina abierta' ('Open Kitchen'),³ a virtual space that is aiming to become the greatest online encyclopedia related to our rich gastronomy. A further initiative of the Royal Academy has been the launch of *Gastromarca España*,⁴ in

alcanzará la mayor del mundo en 2040. En esa fecha podría llegar a 85,8 años, por delante de Japón. Para que eso ocurra, Martínez destaca la importancia de comunicar con claridad el conocimiento científico, sobre todo la importancia de prevenir enfermedades siguiendo un estilo de vida saludable.

³ This virtual space has been available since March, 2019. Accessible at: <https://artsandculture.google.com/project/spanish-astronomy?hl=es>

⁴ More information available on the *Gastromarca España* platform. Accessible at: <http://gastromarcaespana.es/es/>



collaboration with other entities such as Marca España, the Ministry of Agriculture, Food and Environment, España.info and the Spanish Chamber of Commerce. This platform was created to support and advertise food and drink brands and Spanish denominations of origin, both nationally and internationally.

We should also highlight the work of the first gastronomic university in Spain and the second in the whole of Europe, the 'Basque Culinary Centre'.⁵ Created in September 2011, «it aims to be an example in these subjects at an international level and also to promote gastronomy as a socioeconomic development tool through the Faculty of Gastronomic Sciences and the Centre of Investigation and Innovation».

Other universities and schools, both public and private, have joined this pioneering centre in San Sebastián. Likewise, the public universities in Barcelona, the Polytechnic in Catalunya and the University of Valencia offer the Degree in Gastronomic Sciences in their prospectus, as well as the private universities in Castellón, Francisco de Vitoria in Madrid and Católica in Murcia.

We also cannot forget the contributions of the Institute of Foreign Trade (ICEX) in promoting Spanish food and wines, such as in 2017 with the launch of the «Food and wines from Spain» platform,⁶ as well as regional institutes that carry out the same work, such as EXTENDA, in the case of the Andalusian community, Extremadura Exporta and Murcia Avante.

In our country various international fairs⁷ are also held that attract thousands of professionals and investors from the sector every year. Among the most noteworthy are: FITUR (The International Tourism and Food Fair), Salón del Gourmet, Fruit Attraction and Alimentaria.

5 This centre is characterised as being a pioneer in Europe by offering the first university Degree in Gastronomy Studies. Their activities include not only offering education, but also carrying out research work and disseminating knowledge. In addition to the Gastronomy and Culinary Arts Degree they offer Masters, online training courses, seminars and gastronomic camps. The information about this centre can be consulted at: <https://www.bculinary.com/es/sobrebcc>

6 The 'Food and Wines from Spain platform' offers up-to-date information about Spanish gastronomy and the economies related to the subject. It also references different blogs and related forums. Accessible at: <https://www.foodswinesfromspain.com/spanishfoodwine/index.html>

7 The list of all promotional fairs held in Spain can be found at: <https://www.mapa.gob.es/es/alimentacion/temas/promocion-alimentaria/ferias/>



Lastly, it is worth highlighting the project «Spanish Capital of Gastronomy»,⁸ an event that has been celebrated annually since 2012 by the Spanish Federation of Journalists and Tourism Writers (FEPET) that, together with other entities such as the Spanish Catering Federation, the Spanish Government, Turespaña and Fitur, gives recognition to a Spanish city. This title gives visibility to the chosen gastronomic capital both nationally and internationally. These have been the award-winning capitals since its creation: Logroño (La Rioja), Burgos, Vitoria-Gasteiz, Cáceres, Toledo, Huelva, León and Almería.

Ultimately, we can conclude that Spanish gastronomy is considered to be of great value and deserves to be preserved and shared. As we have seen, there are many organisations and institutions in the tourism, economic and artistic field that are committed to this important sector in Spanish identity.

In the following section we examine whether this socio-cultural and economic importance of gastronomy is reflected in academic studies and in the training of translators in the field of agri-food. Therefore, we focus on the current training initiatives in our country in agri-food translation, as well as the bibliography that exists in this area.

3

Agri-food and translation in the academic field

UNIVERSITY STUDIES RELATED TO AGRI-FOOD TRANSLATION IN SPAIN What follows is a brief summary of the degrees in agri-food translation in Spain. Based on data from ANECA, there are currently a total of 36 degrees⁹ related to translation at both public and private universities spread out all over the country.

⁸ Information available on the CEG project website. Accessible at: <https://capitalespanoladelagastronomia.es/>

⁹ This search was carried out at the beginning of 2019. When the keyword «translation» was introduced into the database of the list of degrees that ANECA offers, we obtained the following Translating and Interpreting degrees: Degree in Applied Languages and Translation, Degree in Translation, Interpretation and Applied Languages, Degree in Translation and Intercultural Communication, Degree in Translation and Interlinguistic Mediation, Degree in Modern Languages and Translation, and Degree in Translation.

The database consulted is available at: <https://srv.aneca.es/ListadoTitulos/>



In terms of postgraduate degrees we have found 44 Masters¹⁰ in different specialities and subject areas.

Lastly, with regards to PhD programmes,¹¹ there are 9 programmes that mention «translation» in general in their titles.

The subjects which explicitly refer to agri-food translation are scarce. They are listed below:

Table 4 Degrees with 'agri-food translation' content. Compiled by authors based on the data obtained from the teaching guides of each degree.

<i>Title</i>	<i>University</i>	<i>Subject</i>
Degree in Translation and Interpretation	UMU	Translation for international trade B-A, A-B (English) and (French). [Translation of documents related to agri-food: health certificates, plant health certificates, etc.]
Degree in Translation and Interpretation	UAX	Tourism, Trade and Administration Translation A-B. [Translation of menus]. Professional Translation C-A (audiovisual, biomedical, scientific-technical). [Translation of texts related to the environment]
Degree in Translation, Interpretation and Applied Linguistics	UOC, UVic, UCC	Translation of scientific and technical texts. [Translation of texts regarding addictions and pharmacy]
Degree in Translation and Interpretation	UVA	Tourism and Advertising Translation. [Translation of menus]

¹⁰ In terms of Masters titles, these are focused on subjects or specific areas: Masters in Translation and Intercultural Studies, Masters in Translation and Interculturality, Masters in Audiovisual Translation, Masters in Translation and Intercultural Mediation, etc., which vary according to the specific Masters subject.

¹¹ The data that we present is a reflection of the consulting of available teaching guides which explicitly give that information. However, it is very likely that there are subjects on other Degree courses that cover topics related to this area.



<i>Title</i>	<i>University</i>	<i>Subject</i>
Degree in Translation and Interpretation	UCO	Translation of agri-food texts. [Obligatory subject that revolves around texts of various types related to the topic of agri-food]
Degree in Modern Languages and Translating	UAH	Specialised Translation FR/SP: fields and tools. [Part 1: agri-food – product labeling; part 2: tourism sector – menus]
Degree in Translation and Interpretation	UAB	Translation B-A 1. [The translation of recipes appears within the instructional genres module]
Masters Degree in Specialised Translation	UVic	Translation of Environmental Science and Technology texts A-B. [Specialised environmental translation]
Masters Degree in Translation Studies	UAB	Technical translation. [Translation of documents in the field of plant health]
Masters Degree in Translation of Specialised Texts	UCO	Agri-food translation. [Subject completely dedicated to the agri-food sector]

As we can see, there is only one ‘agri-food translation’ subject, as such, at the University of Córdoba, both in the Degree in Translation and Interpretation and the Masters Degree in Translation of Specialised Texts.

At other Spanish universities that include the area of agri-food in their translation studies, it is done within the scientific-technical, advertising and marketing translation modules, or within specialised translation in general.

Furthermore, a subsequent search online allows us to find educational activities of a different nature¹² (courses, seminars, expert degrees, etc.) which are also directly related to this field.

¹² During the 2015-2016 academic course the defunct Expert Degree in Translation of Agri-food texts was offered by the University of Córdoba.



Table 5 Other courses related to agri-food translation

<i>Title</i>	<i>Centre</i>	<i>Content</i>
Online course (180 h.) – Specialist in gastronomic translation EN>SP	Trágora Formación	Text types, characteristics of related terminology and the most used style guidelines, structure of the gastronomic translation assignments, sources of documentation, etc.
Online course in Specialised Translation: Translation of agri-food texts (EN>SP)	ISTRAD	Agri-food sector, text types related to agri-food, sources of information, agri-food product translation: wine, oil, other exported products, translation of related promotional material.

RESEARCH AND PUBLICATIONS RELATED TO AGRIFOOD TRANSLATION IN SPAIN In order to provide an overview of the current situation of translational research into agri-food translation subject matter, we have made use of the data produced by the database Dialnet.¹³ To obtain it, we filtered our search with the keyword «translation» and 12 related terms.¹⁴ We limited ourselves to publications that were produced in Spain and we applied the ‘filter by subject: philology’ to narrow down the results.

The filtered data can be found in the following table, divided up depending on the keywords applied and the type of publication.

¹³ Dialnet was used due to its extensive coverage and as it is considered by Spain’s National Library to be «the biggest database of hispanic scientific articles available for free online». This database can be found at: <https://dialnet.unirioja.es/>

¹⁴ The chosen related terms for our search are, in order of search: agri-food (noun), agri-food (adjective), agriculture, food (noun), food (adjective), gastronomy, gastronomic, culinary, recipe, menu, wine, oil.



Table 6 List of publications related to agri-food translation in Spain

	<i>Magazine article</i>	<i>Book chapter</i>	<i>Doctoral thesis</i>	<i>Book</i>
Agri-food translation	13	1	2	0
Translation / Agri-food	2	0	0	0
Translation / agriculture	9	2	6	0
Translation/Food (noun)	3	1	3	0
Translation/Food (adj.)	1	0	1	0
Translation/gastronomy	5	2	1	0
Gastronomic translation	4	2	0	0
Translation/culinary	3	1	4	1
Translation/ recipe	5	0	4	0
Menu Translation	0	1	0	0
Oil Translation	1	1	3	0
Wine Translation	18	66	12	2

According to the data obtained from the Dialnet database, there are, therefore, a total of 167 publications, categorised as follows: 76 articles in books, 64 articles in magazines, 24 doctoral theses and 3 books about translation in the field of agri-food.

As we can see from this data, the topic that generates the highest number of publications is that which is related to the keywords *wine translation*, followed by that related to agri-food (using both the noun and adjective of 'food' in the original language). In third place, we can find translation related to agriculture (*agriculture translation*), followed by translation in the field of gastronomy (*gastronomic translation*, *gastronomy translation*, *culinary translation*).

DATA ANALYSIS From the data obtained we can conclude that the academic importance that is given to agri-food translation in our country is still low if we compare it with the significance of the sector and the volume of possible texts to translate that is generated.

The data presented shows that universities do not consider an education in agri-food translation an essential element in the studies of future translators. In terms of research into the subject of agri-food translation, it is, as it has to be, in line with universities and research



groups, so it is not surprising that the numbers of related publications is low. However, we would like to highlight that in the last few years there has been a significant rise in the number of Undergraduate Theses and Doctoral Theses in this subject. Similarly, there are research groups such as Translation, Discourse and Cognition HUM-887, or Text, Science and Translation HUM-947 at the University of Córdoba or GIRTraduvino at the University of Valladolid that develop projects regarding agri-food translation.



English in the World SERIES

General editor
Antonia Sánchez Macarro, Juan José Martínez Sierra

Feeding the Future Text Typology in Agri-Food Translation

The agri-food sector encompasses an extremely wide range of activities regarding the entire value chain of a product and generates a huge volume of work for translators. Nevertheless, the sheer proportion has yet to be truly reflected in academic studies and research.

This work intends to shed light on the vague, and barely addressed until now, delimitation of the area of activity of the multifaceted and versatile agri-food translator.

Through a text typologisation of genres and subgenres, within the margins of hybridity, specialisation and register, this work approaches the characteristics of scientific-technical, medical-health, legal-administrative, humanistic-literary, tourist, advertising and gastronomic and culinary agri-food texts, and assesses the skills required from their translator.

María del Mar Rivas-Carmona is a Senior Lecturer at the University of Cordoba. She has previously taught at Harvard University and the University of Seville. Her classes and research interests focus on Specialised Translation, Pragmatics and Discourse Analysis.

María Ángeles Ruiz-Romero is a professional translator, broker and agri-food foreign trade agent. She has a PhD in Translation and Interpretation and a Masters in Foreign Trade and the Internationalisation of Companies.



VNIVERSITAT
ID VALÈNCIA

PUBLICACIONS

PUV