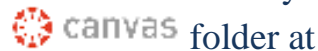


Anthropology of Food



Welcome to the Anthropology of Food

Available on-line in your



[<http://canvas.umn.edu/>](http://canvas.umn.edu/)

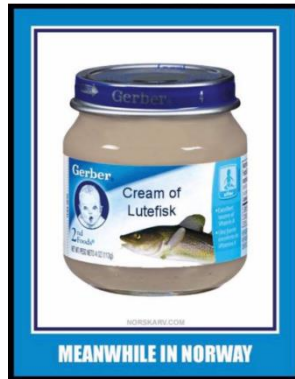
This will be a great course, and a great experience. You will see. . . .

I hope you had a great holiday feast on Christmas, if you celebrate Christmas, and on New Year's, if you celebrated the New Year at this time. It wouldn't have been the same without its festival foods. In this course we'll see why that is so.

Of course, it wouldn't be Christmas *in Minnesota* without talk of *lutefisk* [literally “lye fish”].

Love it or loathe it, Minnesota's lutefisk tradition lives on

(-- [MPR News](#) (11 December 2017))



About the Anth of Food course . . .

Some people like to procrastinate. Others like to arrive at a dinner party early, and in other ways they're “pre-crastinators”.

I am sending this note out early to make it more convenient for the pre-crastinators to order [textbooks](#) on-line (if that is an attractive option for you), and/or to let you get started reading one or other of the interesting books we have for the class (if you are the kind of person who likes to do that sort of thing).

If none of these options apply to you, and you feel like a little end-of-holiday procrastination, just relax and enjoy the wonderful winter weather, and, the rest of your break.

Interest in food and culture has never been higher.

Whether or not you agree with the various commentators, and there are many these days, representing all sides of the food industry and all food interest groups, food is IN the news. **And some weeks food IS the news.** And that's true year 'round and not just during the holiday season . . .

Just recently there have been several interesting items in the news:

Just for the fun of it, have a look over these news items that have appeared just in the last few days, then pick one and have a look at it

(no it will not be on the exam).

See what you think about it:

- [The town that changed the way we eat](#) – BBC Travel, 7 January 2019
- [Half of people who think they have a food allergy do not – study](#) – The Guardian, 4 January 2019
- [Protein mania: the rich world's new diet obsession](#) – The Guardian, 4 January 2019
- [Japan sushi tycoon pays record tuna price \[\\$3,100,000\]](#) – BBC News, 5 January 2019
- [Genetically modified 'shortcut' boosts plant growth by 40%](#) – BBC News, 3 January 2019
- [Children 'exceed recommended sugar limit by age 10](#) – BBC News, 3 January 2019
- [How to Eat in 2019](#) --The New York Times, 31 December 2018
- [Prince Philip grows prized black truffles at Sandringham](#) -- Daily Mail Online, 1 January 2019
- [The Norwegian art of the packed lunch](#) – BBC Capital, 3 January 2019
- [What Foods Are Banned in Europe but Not Banned in the U.S.?](#) --The New York Times, 28 December 2018

- [Kentucky police mourn doughnut truck fire](#) – BBC News, 1 January 2019
- [Japan whale hunting: Commercial whaling to restart in July](#) -- BBC News, 26 December 2018

And the list goes on . . . featuring food news for everyone. Some of the best sources for up-to-date news on food include [What FoodAnthro is Reading Now](#). . . . and Marion [no-relation-to-the-company] Nestle’s [Food Politics Blog](#). [The New York Times Food Section](#), [BBC Food](#), the [StarTribune](#), [National Geographic > Food](#), and [MPRNews > Food](#) regularly carry interesting and important articles on food around the world.

Not so long ago my wife, Kim, and I stopped off in Hawaii on the way back from Australia and New Zealand where we were visiting relatives. I learned in the “trivia” section of the New Zealand Air in-flight magazine that Hawaiians eat more **Spam** per capita than the citizens of any other country on earth, except Guam (with North Korea’s Kim Jong-un pointing his intercontinental ballistic missiles at Guam, perhaps having stockpiled mountains of Spam is part of the Guamanian civil defense preparedness). Hawaiians and Guamanians love our Minnesota **Spam**! It is even reported that some eat it as a delicacy.



Hawaiian Spamburger

Minnesota’s own Spam . . . [turned 80 on July 5th 2017](#). . .



Spam, Lovely Spam! Mystery Meat Celebrates 80th Spam-iversary
– LiveScience (05 July 2017)

To start off Spam’s 75th birthday year the Minneapolis *StarTribune* celebrated “America’s love of Spam” in a full-page feature on one of Minnesota’s best-known products (next to Scotch tape) <<http://www.startribune.com/lifestyle/travel/137199258.html>> StarTribune, Sunday, January 15, 2012, G5).

Minnesota’s Hormel meat packer opened a *new* 14,000 square foot Spam museum in Austin on 22 April 2016: Canning its old location, Austin's new Spam Museum opens . . .

My sister-in law nearly “pukes” when she sees Spam in my refrigerator (her term, not mine), so she’s left out of the “love affair” article, except, perhaps in the second half of the “love it or hate it” part of people’s general reaction to Spam.

You have spam in your e-mail box, if not in your icebox. And if it’s not in your icebox or cupboard, why not? (One year ago in January Amazon.com was offering six-pack subscriptions of Spam Classic for \$20.99—\$1.48 less than it was two years before in January. Right now (8 January 2019) they’ve pulled the old switcheroo and are offering a EIGHT-PACK for \$27.90. So be on guard when you’re picking up your next five or six or eight cans of the Miracle Meat.)

There’s probably a good reason why Spam is or isn’t in your icebox or cupboard.

Or maybe several.

I once owned an official plastic **Spamburger cutter**, which after it was forbidden in the kitchen I used for a while as a Christmas tree ornament. It mysteriously disappeared one year, about the Feast of the Three Kings, and Spamburgers haven’t been the same since. And this year, again, our Christmas tree

was Spamburger-cutter-less. (Used Spamburger cutters on e-Bay, *WHEN* you can get one, have been going for \$19.99- \$24.99 on eBay, listed as "A Vintage Mod Retro Spam Spamburger Hamburger Plastic Vertical Push Down Slicer". New, improved, models are now on sale for \$19.49 with free handling and shipping.)



The Chinese, meanwhile, have come up with a **cute little plastic Spam cutter that cuts designs of a car, ship and train from a single slab of Spam**. And you can best cut your Spam with the Musubi Easy Stainless Steel Spam Slicer, which in one swift motion will divide your single lump of Spam into nine neatly portioned slab-etts ready for the Musubi's final touch.

We don't eat Spam in our house unless my sister-in-law's sister is away.

Spam.com <http://www.spam.com/> may represent "Americana" at its finest—including a recipe exchange, should you like to try some. And you can visit Spam on *facebook* <http://www.facebook.com/spambrand>. Try the Hawaiian-Themed Spam Recipes for a little variety. And for the real treat there's always the annual April Waikiki Spam Jam in Hawaii.

The point here is that Spam makes you happy or makes you vomit, depending on a lot of cultural experiences to which you have been exposed. And it's not just about

Spam as a food product; it's about Spam as a *cultural* phenomenon.

**And if you don't have it in your cabinet or refrigerator, you certainly
have it on your computer.**

**In a much broader way, we'll be exploring those
cultural aspects of food—nutritional, spiritual,
social, political, psychological, historical,
recreational, economic, and the like—so stay tuned.**

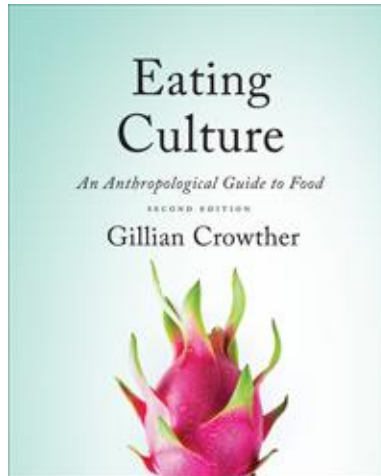
**Detailed information
on the textbooks for the course
—there are three—can be found at**

<http://www.d.umn.edu/cla/faculty/troufs/anthfood/aftexts.html>•

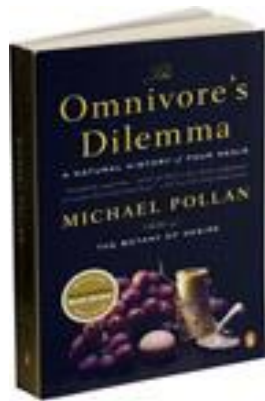
The course anchor text is . . .

***Eating Culture: An Anthropological Guide to Food,
Second Edition***

by Gillian Crowther, Professor of Anthropology at Capilano University in Vancouver,
BC (Toronto: University of Toronto Press, 2018).



Eating Culture: An Anthropological Guide to Food, Second Edition
is currently available on-line for \$37.01 new, \$19.32 used, and \$19.22 Kindle.
(3 January 2019)



***The Omnivore's Dilemma:
A Natural History of Four Meals (2007)***

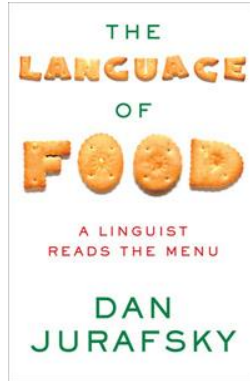
an international run-away best seller,
is currently available on-line for \$15.45 new, \$1.48 used, \$12.99 Kindle, and \$15.99
Audiobook.

(+ p/h, where applicable, at amazon.com & eligible for FREE Super Saver Shipping on orders over \$25).
(3 January 2019)

Note: *The Omnivore's Dilemma: The Secrets Behind What You Eat, Young Readers Edition* (2009), also by Michael Pollan, is a different edition of the book.

The Omnivore's Dilemma at Ten Years

-- New Food Economy (June 2016)



2015 James Beard Award Nominee: Writing and Literature category

The Language of Food: A Linguist Reads The Menu

is currently available on-line new for \$13.64 (ppbk.), \$3.79 used, \$9.99 Kindle, and \$13.71 Audiobook

(+ p/h, where applicable, at amazon.com & eligible for FREE Prime Shipping on orders over \$25).
(3 January 2019)

Textbooks are available from the following vendors . . .

[UMD Bookstore](#) | [Amazon.com](#) | [Barnes and Noble](#)
[CampusBooks.com](#) | [Chegg \[rental\]](#) | [ecampus.com](#) | [half.com](#)
[booksprice.com](#) | [CheapestTextbooks.com](#) | [CourseSmart.com](#) | [TextbookMedia.com](#)
| [Direct Textbook](#) |

The exams will be open-book essays constructed from a list of study questions that you help create, so it would be a good idea for you to have your own copy of each text you plan to use in the exams.

For the exams you should normally just need to read the books carefully and be able to discuss them intelligently. That is, you should read these as if you had picked it/them up at an airport or neighborhood bookshop because you were interested in the subject and wanted to know more about it, like literally millions of people are doing in everyday life.

PLEASE NOTE: *Some students are used to principally memorizing facts in classes. This class is not one where that is the focus. It is about investigating new topics, reading, listening, synthesizing ideas, thinking, exploring, and becoming familiar enough with the various subjects, peoples and places to carry on an intelligent conversation in modern-day society.*

In short, this class aims to give you practice in critical thinking, and even creativity.

Critical thinking, involving **evaluation** and **synthesis**, has long been regarded as essential for success in the modern-day world. In recent years, actually for two decades, **creativity** has also become central to success, and "process skills" vital to creativity. Process skills involve "strategies to reframe challenges and extrapolate and transform information, and to accept and deal with ambiguity" (Pappano, "Learning to Think Outside the Box," *The New York Times EducationLife*, 9 February 2014, 8). Laura Pappano, writer in residence at Wellesley Center for Women at Wellesley College, points out that "In 2010 'creativity' was the factor most crucial for success found in an I.B.M. survey of 1,500 chief executives in 33 industries. These days 'creative' is the most used buzzword in LinkedIn profiles two years running" (2014, 8).

With all of the class materials **you will be expected to share your ideas and comments with others** in the **Class Forums and wikis**.

It is not accidental that *TAPS*, Canada's leading Beer Magazine—in fact it's *THE BEER MAGAZINE*—featured this item from this class in its editorial of Winter 2012, p. 2); at least one major Editor in Chief thinks it's worth noting and imitating.

In a nutshell, this course consists of three main segments:

I Orientation and Background

- **Introduction**
- **Basic Concepts**
- **History**
- **Theory**
- **Methods and Techniques**

II Explorations

- **Comparative / Cross-Cultural**
- **Holistic**
- **Ethnographic Case Studies from the Real World: Real People . . . Real Places from Around the Globe**

III Student Presentations on Term Research Projects

For the first part of the course much of the material for the week will be presented in the form of text materials and slide materials. **In the second section** of the semester, once you have mastered the basic information relating to the Anthropology of Food, we will look (generally comparatively, *cf.*, Main Characteristics of Anthropology in Week 01) at a series of video materials from around the world. **The final section** will focus on your research projects.

One of the **four main characteristics of American**

Anthropology is fieldwork, "a primary research technique, involving "participant observation," which usually means living among the people one is interested in learning from and about. It would be wonderful if for anthropology classes we could just rent a bus or charter a plane and fly off for a year or more to learn first-hand from the people themselves. Money, time, and practicality prohibit that, so the next best things—when it comes to studying anthropology—is going to places and viewing subjects by video, and we will do a lot of that this semester. More information on **Visual Anthropology** is available on-line at

http://www.d.umn.edu/cla/faculty/troufs/anth1604/visual_anthropology.html.

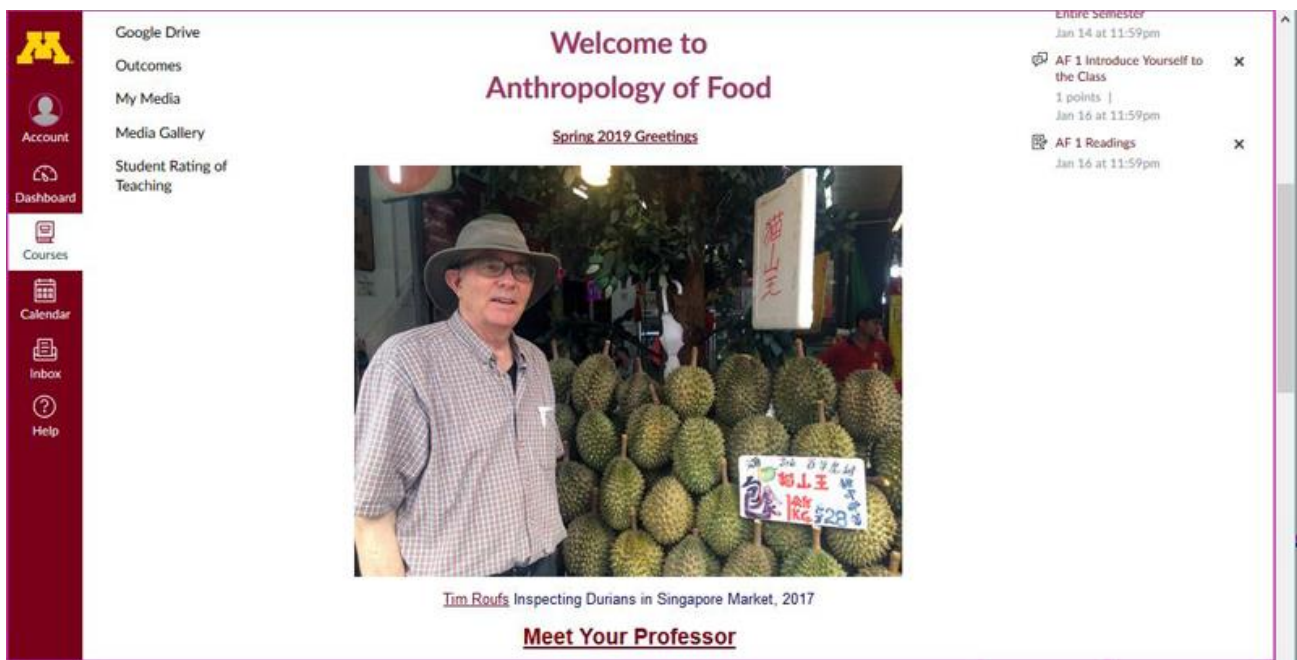
With all of these materials **you will be expected to share your ideas and comments with others** in the Class Discussions and wikis. I'm looking forward to that.

You will find that there is "an awful lot" of materials on-line—maybe even too many!

Where to start?

Probably the best place to start is with the "**First Day Handout**" on-line at http://www.d.umn.edu/cla/faculty/troufs/anthfood/afhandout_first-day.pdf.

Also have a look at the course **"Home"** page of your  canvas folder <http://canvas.umn.edu/>. It will look something like this . . .



The screenshot shows a Canvas LMS interface. On the left is a dark red sidebar with navigation icons for Account, Dashboard, Courses, Calendar, Inbox, and Help. The main content area has a white background with a red header. The header text reads "Welcome to Anthropology of Food" and "Spring 2019 Greetings". Below the header is a photograph of a man wearing a hat and glasses, standing in front of a large display of durians in a market. The caption below the photo reads "Tim Roufs Inspecting Durians in Singapore Market, 2017". At the bottom of the main content area, there is a red button labeled "Meet Your Professor". On the right side of the page, there is a "To Do" list for the "Entire Semester" with items like "AF 1 Introduce Yourself to the Class" and "AF 1 Readings".

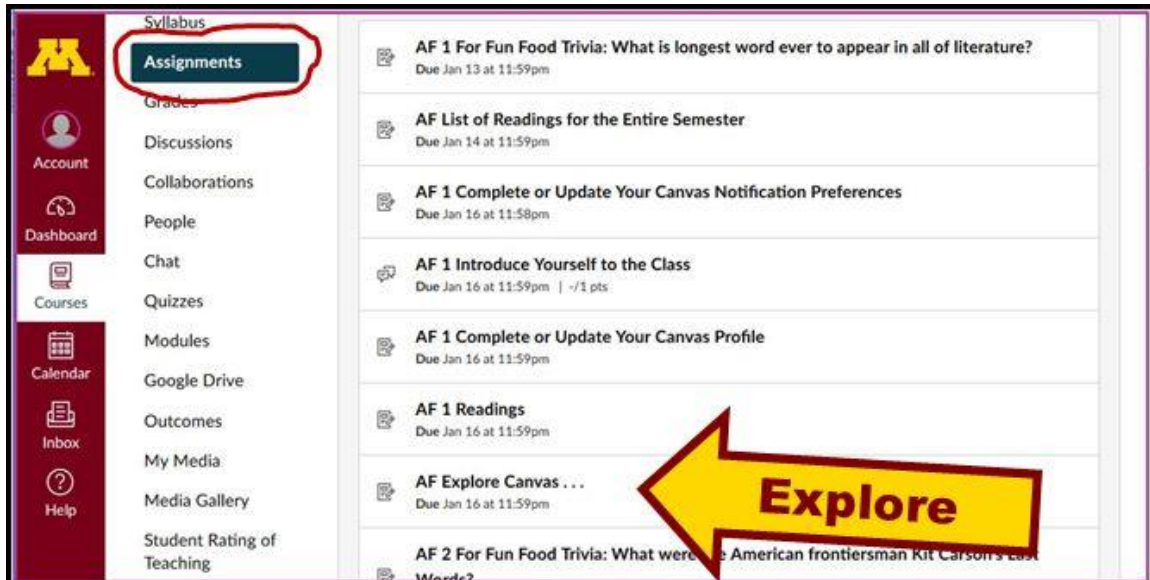
Check the links on **“Home”** page . . .



Play around with your Canvas folder materials. . . From your **“Home”** page go to **“Assignments”** . . .

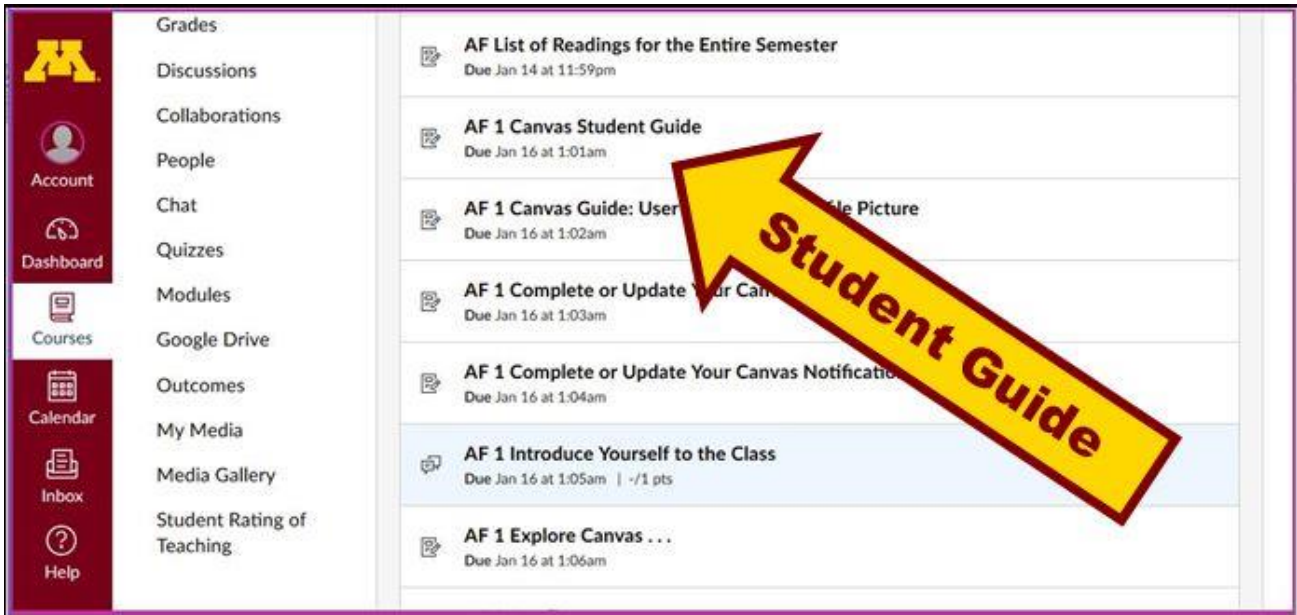


Then look at your Canvas folder materials by clicking the triangle of the **“Explore Canvas . . .”** drop-down menu.

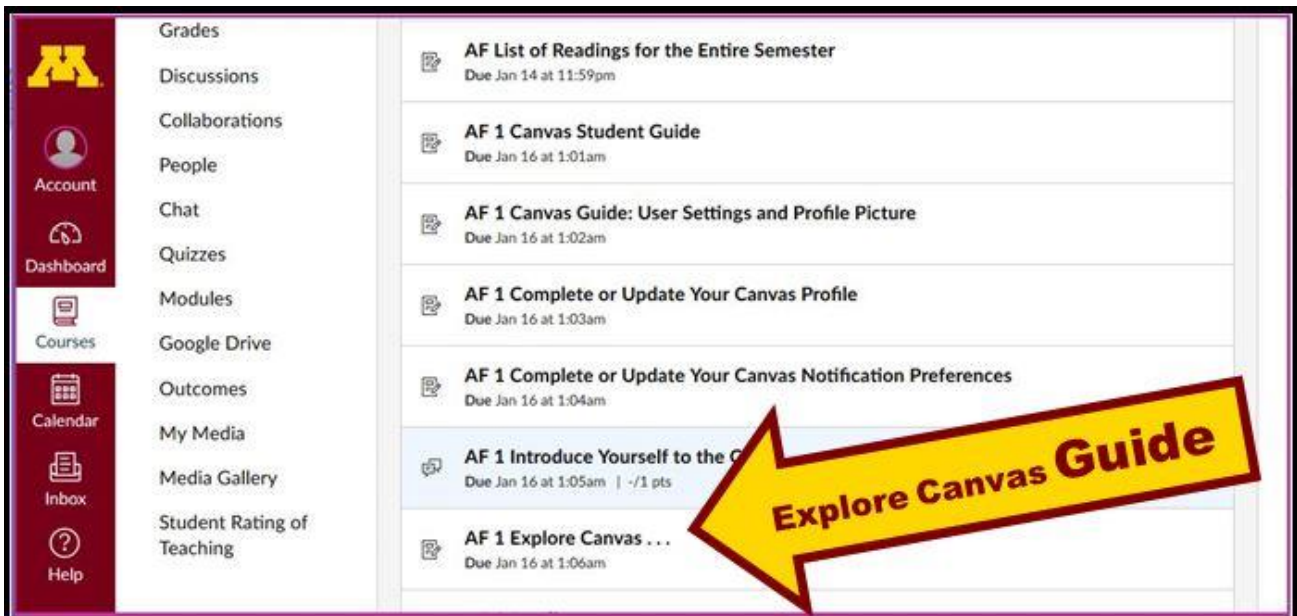


When the "Explore Canvas . . ." menu drops down, checkout the "Canvas Student Guide".

Start with the **"Canvas Student Guide"** if you are new to Canvas . . .



Then "ExploreCanvas" . . .



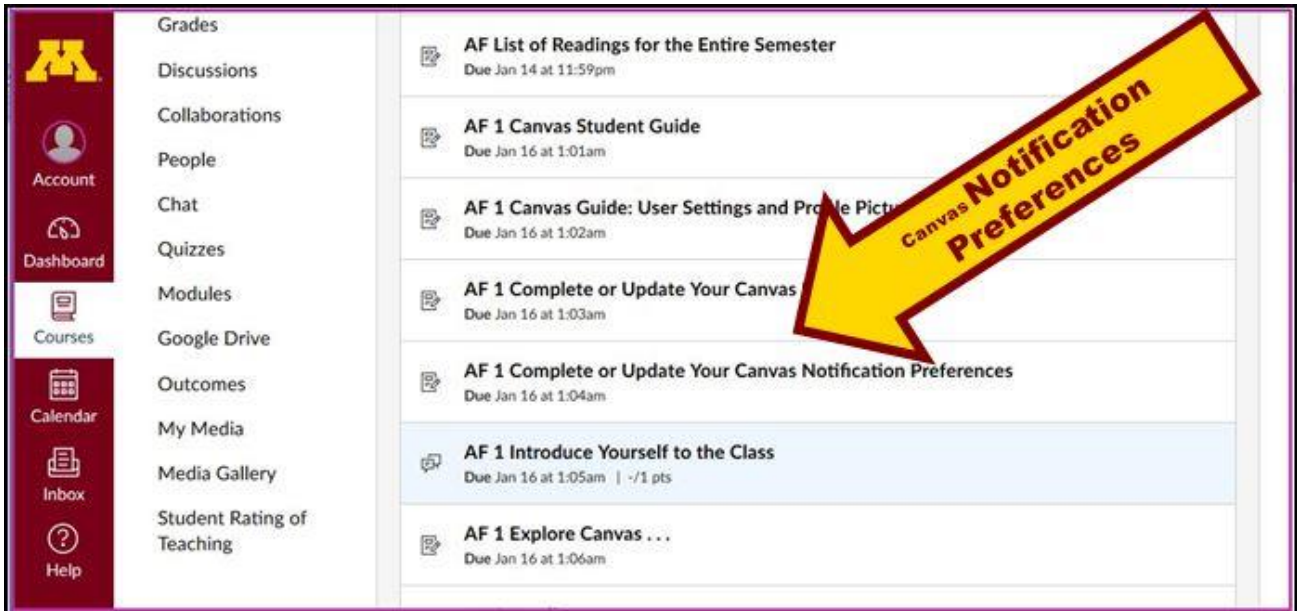
Then checkout the other items that interest you most.
Then set/update your Canvas (1) "User Settings" and "Profile Picture".
Complete or update your (2) "Canvas Profile".
Then set your (3)"Canvas Notification Preferences".

This screenshot shows the Canvas LMS dashboard. On the left is a navigation sidebar with icons for Account, Dashboard, Courses, Calendar, Inbox, and Help. The main content area lists several items with due dates. A yellow callout arrow with the text "User Settings" points to the item "AF 1 Canvas Guide: User Settings and Profile Picture".

Item	Due Date
AF List of Readings for the Entire Semester	Due Jan 14 at 11:59pm
AF 1 Canvas Student Guide	Due Jan 16 at 1:01am
AF 1 Canvas Guide: User Settings and Profile Picture	Due Jan 16 at 1:02am
AF 1 Complete or Update Your C...	Due Jan 16 at 1:03am
AF 1 Complete or Update Your Canvas Notificat...	Due Jan 16 at 1:04am
AF 1 Introduce Yourself to the Class	Due Jan 16 at 1:05am -/1 pts
AF 1 Explore Canvas ...	Due Jan 16 at 1:06am

This screenshot shows the same Canvas LMS dashboard as above. A yellow callout arrow with the text "Canvas Profile" points to the item "AF 1 Complete or Update Your Canvas Profile".


Item	Due Date
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AF 1 Complete or Update Your Canvas N...	Due Jan 16 at 1:04am
AF 1 Introduce Yourself to the Class	Due Jan 16 at 1:05am -/1 pts
AF 1 Explore Canvas ...	Due Jan 16 at 1:06am



These are all found in your  canvas folder at <http://canvas.umn.edu/>.

So once again, welcome to Anth 3888 Anthropology of Food. This *will be* a great course, and a great experience.

You will see. . . .

Thanks for signing on for Anthropology of Food. I am looking forward to “meeting” you in. In the meantime, you might want to peruse the information in your  canvas folder at <http://canvas.umn.edu/>. The  canvas **Student Guide / Overview / Tour** can be very helpful.

Student Guide -- written guides with step-by-step instructions for Canvas tools 

Canvas Student Overview (6:47 min) 


Canvas Student Tour -- course site with video resources 

My **office hours** and contact information (and other regular schedule information) can be found at <http://www.d.umn.edu/cla/faculty/troufs/anth1602/pcoffice.html>.

If you have any questions, please do not hesitate to post them on  or e-mail troufs@d.umn.edu.

“See” you soon.

Tim Roufs
Port Arthur, Tasmania, Australia
8 January 2019

P.S. If you are new to the world of "technology" don't worry too much about that. Things may not "work" for you at first, but hang in there and we'll help you along. If you have not used  course management system before, you might find it helpful to view the **Canvas Student Guide**.