



Tim Roufs Inspecting Durians in Singapore Market, 2017

Anthropology of Food Week 7

1.0 What's Happening?

5.0 Other Assignments

9.0 (optional) For Fun Trivia

(optional) Live Chat
Tuesday 7:00-8:00 p.m.

2.0 Video Explorations

6.0 Midterm Exam

10.0 (optional) Extra Credit

(optional) Questions / Comments

3.0 Slides

*7.0 Project

11.0 (optional) Other

4.0 Readings
Semester Readings

*8.0 Discussion

click links for details)
= leave page

Items DUE this week:
*enter on-line
**upload file

1.0 What's Happening Week 7?

Take a little time this week to go over your Midterm Exam, and if you have any questions or comments, please let me know. Going over the Midterm oftentimes helps when it comes to preparing for the Final Exam.

REM: If you haven't taken the two very short Selective Attention Test, please do that this week.

And please also complete a brief Student Survey.

REM: Your Promissory Abstract for your Project is due by the end of the week.

“How People Get Their Food in Industrial Societies” (and what they do with it)

As mentioned last week we'll spend much of the rest of the semester examining how people get their food in industrial cultures, and in exploring the social, corporeal, sacred/religious, psychological, political, economic, and cultural aspects of food—that's the holistic anthropology approach (you remember that from “Main Characteristics of Anthropology”, Weeks 1 and 2).

And hopefully, also as noted last week, in the remainder of the term you will be **applying your analytical anthropological skills that you have been developing and honing in the first six weeks of the course—including your perception skills which you should check with the **Selective Perception Tests**. We will be visiting many parts of the globe in the process—so you will have lots of opportunities to practice your skills.**

2.0 VIDEO EXPLORATIONS WEEK 7 . . .

Real People . . . Real Places . . .

[Videos for the Semester](#)

“How People Get Their Food in Industrial Societies”

"Local Digestion: Making the Global at Home"

NOTE: This video should be compared with “Food for Body and Spirit” from last week, where food was seen as medicine in China, and how food amongst traditional Chinese Buddhists *unites* families.

Pig Commandments

(72 min, 2005)

[Online Access](#)

[click  here]

(use with [VPN](#) if you are off campus)

[course viewing guide](#)

[transcript](#)

In the film *Pig Commandments*, we’ll see **how food *tears apart*** a major segment of Chinese culture in Malaysia. This is an older film, but it is more than ever relevant to today.

"To Chinese, pig symbolizes prosperity and health. Pork is the principle ingredient of the main course of Chinese feasts and it is the best choice of offerings. In contrast, pig is unclean to Muslims. It surely would not be found on their dining table. Conflict is inevitable when these two values meet. The scene is set in Malaysia, home to 12 million Muslims and 6 million Chinese. A group of Chinese who make their living in the pig business confronts Muslims who are forbidden to eat pork; Chinese Muslims are often caught in the crossfire. What is the solution to this deep-rooted ethnic dilemma?"

"This fascinating film illustrates how religious differences, even on the basic level of dietary prohibitions, can affect the way neighbors interact. It focuses on Malaysia, home to 12 million Muslims and 6 million Chinese. Islam bans the eating of pork, considering it unclean, while the Chinese

have treasured pork for thousands of years. The ancient Chinese character for 'home' was a pig. For the Chinese the pig is a symbol of prosperity and all celebrations involve a pig roast."

"*Pig Commandments* outlines the ways in which the Muslim prohibition to eat pork affects the relationship between the Chinese and Muslims in this part of the world. There is legislation to keep pig farms away from the Muslim population. Many Chinese in Malaysia have converted to Islam. For them, the Koran has been translated into Chinese; and four chapters of the Koran deal with the prohibition to eating pork. One Chinese convert describes the problem with eating with her family. Only once a year when the Chinese celebrate the New Year with a vegetarian meal, can she join her family at dinner."

"*Pig Commandments* shows how dietary laws can divide people or bring them closer together. It demonstrates dramatically the social effects of food regulations and the sensitivity of people who are offended by another culture's eating habits. Scholars, religious leaders, and people of both religions express their feelings about this contentious issue. In addition we see how generations of pig farmers are proud of their succulent product."



Shaikh Hussain Ye
Malaysia



3.0 WEEK 7 SLIDES . . .

[Class Slides for the Semester](#)

Obesity and Eating Disorders . . .

The "Obesity Epidemic"

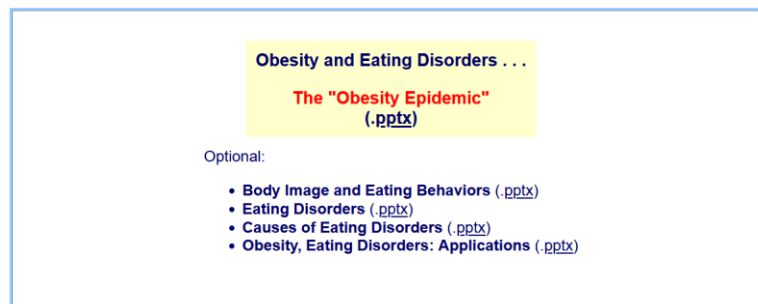
(.pptx)

[click ↑ here]

Optional:

- **Body Image and Eating Behaviors** (.pptx)
- **Eating Disorders** (.pptx)
- **Causes of Eating Disorders** (.pptx)
- **Obesity, Eating Disorders: Applications** (.pptx)
- **Obesity, Anorexia, Bulimia** (.pptx)

REM: Links on screenshots are not "hot" (active)



Obesity and Anorexia

Paradoxically the world has seen the burgeoning of obesity and anorexia throughout much of the industrial world, at a time when an estimated 925 million people or so are malnourished. A recent report from the World Obesity Atlas (WOA) (March 2023), suggests that half the world's population will be overweight by 2025.

Obesity

As you saw in the video *The Truth about Fat* during the second week, the huge Sumo wrestlers (in training) are, in fact, quite healthy. But others

carrying large amounts of extra weight are not so lucky, and worldwide it is becoming a health problem.

At the Nobel “Making Food Good” Conference at Gustavus two of the speakers talked about obesity in America at the very beginning of their presentations—Marian Nestle (no relation to the company) reviewed the now-common information that Americans (and people in the industrial world in general) have been growing obese over the last couple of decades to the point where over 70% of the adults are now clinically overweight or obese, while Jeffrey M. Friedman, talking on “. . . the biologic base of obesity” began his talk stating that the figures were misleading [no pun intended], and, even if they weren’t, genes basically control body weight.

But as Robert H. Lustig, M.D., points out, **“We even have an epidemic of obese six-month-olds!”** (*Fat Chance: Beating the Odds Against Sugar, Processed Food, Obesity, and Disease*. Hudson Street, 2012, 4). The human gene pool hasn’t substantially changed in the last few decades, *so the cause cannot be genetics*, or even primarily a laps of individuals’ self-control.

And it’s not just in the United States. In England they had to buy some new ambulances because some of **the guests will not fit into the current ambulances**. And if one doesn’t fit in the ambulance and is off to the morgue, the same problem awaits. In 2013 **one chap in the morgue wouldn’t fit into the morgue’s cooler and they left him start to decompose on the autopsy table. . . .**

'Too big' body left to decompose [↗](#) -- [BBCNews](#) (09 March 2012)

Ambulance service buys vehicles for obese patients [↗](#) -- [BBCNews](#) (23 January 2012)

Obese patient needs bigger ambulance [↗](#) -- [BBCNews](#) (03 February 2011)

Tourists no longer fit in gondolas in Venice or in the business class on airplanes .

..

Venice gondola tours reduce capacity due to 'overweight tourists [↗](#) -- [The Guardian](#) (21 July 2020)

[Mother and daughters told 'too big' for business class](#) -- [BBCNews](#) (07 February 2020)

The airplane problem has gotten so bad that airlines are starting to charge obese passengers more to fly . . .

[Should obese passengers pay more to fly?](#) -- [BBCautos](#) (20 October 2016)

On a flight I was on not so long ago there was **a passenger who physically took up *two seats in the business class section***. If he gets any larger, he may need help from the flight attendants to “shoehorn” him into the plane through the boarding door. (I don’t think airlines allow passengers to ride in the cargo hold—yet.)

The National Health Service in Great Britain has been putting obese patients at the end of the surgery queues, denying them routine surgery. . .

[Obese patients and smokers banned from routine surgery in 'most severe ever' rationing in the NHS](#) -- [The Telegraph](#) (02 September 2016)

Speaking of obese bodies . . .

['Overly obese' body sparks Ohio funeral home fire](#) -- [BBCNews](#) (27 April 2017)

Not so long ago in my hometown of Winsted, MN, they added a wing to the “leisure home” and purchased **doublewide wheelchairs, and hoists to get the guests in and out of bed and bath**. The medical staff are not able to lift newly-arriving residents.

And calls for a “Sugar Tax” and sweetened soda rationing continue to mount . . .

[Norwegian sugar tax sends sweet-lovers over border to Sweden](#) -- [The Guardian](#) (23 November 2019)

[Climate change: German MPs want higher meat tax](#) -- [BBCNews](#) (08 August 2019)

California wants to help fight climate change by charging diners more -- [The Guardian](#) (02 May 2019)

Tax junk food high in sugar and salt, says top doctor -- [BBCNews](#) (21 December 2018)

Sugar tax: Will paying more for fizzy drinks and alcohol make us healthier? -- [BBCNews](#) (01 May 2018)

Obesity is now a world-wide problem. . . .

China to bring in law against food waste with fines for promoting overeating -- [The Guardian](#) (23 December 2020)

and not all that long ago in the United States the American Medical Association, as well as the Canadian government, declared obesity to be a “*disease*” . . .

Gary Taubes: 'Obesity isn't a calorie problem, it's a hormone problem' -- [The Guardian](#) (17 January 2021)

Landmark obesity guidelines in Canada treat problem as chronic illness -- [The Guardian](#) (04 August 2020)

About 40 percent of U.S. adults are obese, government survey finds -- [MPRnews](#) (27 February 2020)

Poorest countries facing both obesity and malnutrition -- [BBCNews](#) (16 December 2019)

Obesity almost doubles in 20 years to affect 13 million people -- [The Guardian](#) (13 November 2019)

Obesity: Ban snacking on public transport, top doctor says -- [BBCNews](#) (10 October 2019)

250 million children worldwide forecast to be obese by 2030 -- [The Guardian](#) (02 October 2019)

What's the Right Way to Reverse the Obesity Epidemic?: Fat shaming makes things worse. So what helps? -- [The New York Times](#) (17 September 2019)

Obesity 'causes more cases of some cancers than smoking' -- [BBCNews](#) (03 July 2019)

In 2016, we reached the “tipping point”, so to speak . . .

[More obese people in the world than underweight, says study](#) -- [BBCNews](#) (01 April 2016)

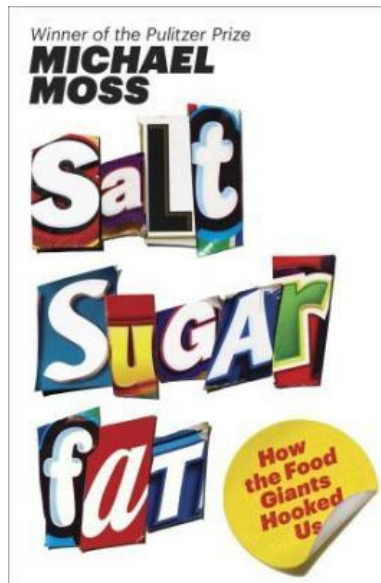
Michael Moss' now-classic book that came out in 2013, *Salt Sugar Fat* was on *The New York Times* hardcover nonfiction list for several months. Moss is quoted by Martha Rosenberg in the article mentioned above. And it created quite a stir. Here are some commentaries and follow-ups from the release. . . .

Michael Moss, *Salt Sugar Fat*

[Michael Moss on 'Salt Sugar Fat,' how we got so addicted](#) -- [MPRNews](#) (1 March 2013)

[The Extraordinary Science of Addictive Junk Food](#) -- [MICHAEL MOSS, The New York Times](#) (20 February 2013)

Moss, Michael. *Salt Sugar Fat: How the Food Giants Hooked Us*. Random House, 2013.



[How Sweet It Is, \[a review of\] 'Salt Sugar Fat'](#), by Michael Moss -- [DAVID KAMP, The New York Times](#) (15 March 2013)

[Why Is Sugar So Addictive?](#) -- [BBC News](#) (22 March 2013)

And, as Dr. Lustig notes, the problem is *fructose*, and, of course high-

fructose corn products are in tens of thousands of items, literally, in a typical American supermarket. <<http://www.d.umn.edu/cla/faculty/troufs/anthfood/afsugar.html#title>>.

No wonder Big Food is spending millions of dollars fighting to keep information on “added sugars” off of the food label. (They argue, in effect, that their customers are not smart enough to understand what “added sugars” means.) And the sugar industry has been carrying on a campaign of misinformation and disinformation FOR THE LAST 50 YEARS . . .

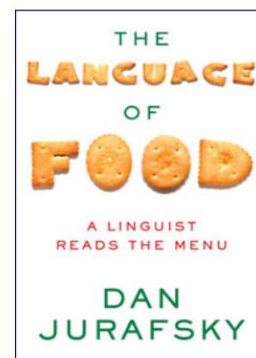
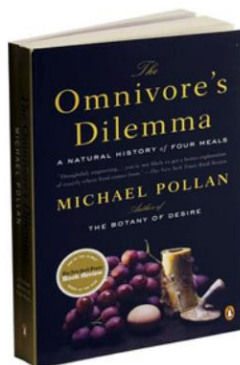
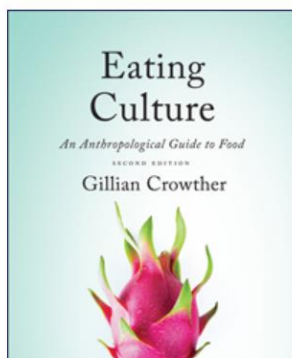
- **NYTimes: U.S. Diet Guidelines Sidestep Scientific Advice to Cut Sugar and Alcohol** -- [The New York Times](#) (29 December 2020)
- **World’s Largest Consumer of Sugar Wants People to Eat More** -- [Bloomberg](#) (01 November 2020)
- **Obesity: Unhealthy 'buy one get one free' deals targeted** -- [BBCNews](#) (27 July 2020)
- **Coke, crisps, convenience: how ads created a global junk food generation** -- [The Guardian](#) (26 December 2019)

So, take your pick: Genes control body weight, or food intake/lack of moving controls body weight, or, the fact that your brain doesn’t respond to *fructose* to let you know when you have had enough to eat results in chronic overeating, or all of the above.

4.0 READINGS FOR WEEK 7 . . .

[Readings for the Semester](#)

[Textbook Information](#)



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- **Eating Culture, Second Edition, Gillian Crowther**
 - CHAPTER SIX: EATING-IN: COMMENSALITY AND GASTRO-POLITICS
- **Omnivore's Dilemma, Michael Pollan**
 - Introduction: our national eating disorder
 - Ch. 5 "The processing plant : making complex foods"
 - Ch. 6 "The consumer: a republic of fat"
 - Ch. 7 "The meal: fast food"
- **The Language of Food, Dan Jurafsky**
 - (Review)

5.0 OTHER ASSIGNMENT INFORMATION . . .

[Main Due Dates](#)

s2024 [Module Week 7](#)

Take the Student Survey

For this week our course developer, has prepared an on-line survey of the class. Please help us by filling it out honestly, and promptly. Your views are very important in the future development of this course.

Student Survey Feedback

s2024 <<https://canvas.umn.edu/courses/405151/modules/items/11163565>>

REM: If you haven't yet done so . . .

Selective Attention Tests

(2 X <2 min.)

And hopefully, also as noted last week, in the remainder of the term you will be **applying your analytical anthropological skills** that you

have been developing and honing in the first five weeks of the course. We will be visiting many parts of the globe in the process—so you will have lots of opportunities to practice your skills.

Speaking of skills . . . this week, after you are finished with your Midterm Exam, take the two short minute-and-a-half **tests of your observational skills** before you continue your intensive look at the wide variety of Anthropology of Food video materials. You should take those short tests this week, but wait until after you have finished the Midterm Exam (you will have enough to do before the Exam).



**REM Take the Two (Very Short)
Selective Attention Tests in Preparation for Watching Remaining
Videos.**

(Be sure to take both tests. Read the instructions carefully.)

**First, take the . . .
Selective Attention Test**

<http://www.youtube.com/watch?v=vJG698U2Mvo>

Read and follow the directions carefully.

(Be sure to also count the *bounce* passes.)



When you are finished with the Selective Attention Test, watch . . .

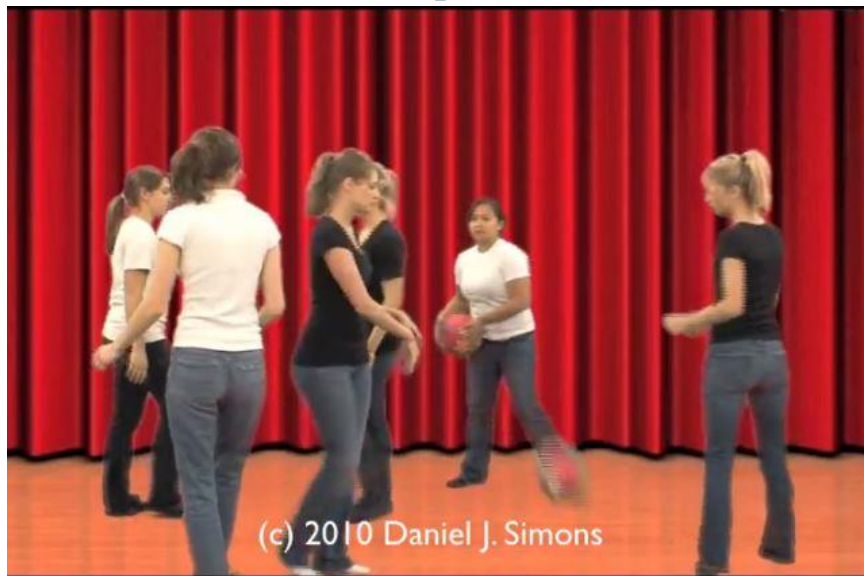
The Monkey Business Illusion

http://www.youtube.com/watch?v=IGQmdoK_ZfY

(It too is short: 1:42)

Again, read and follow the directions carefully.

(And as with The Selective Attention Test, be sure to also count the *bounce* passes.)



6.0 MIDTERM EXAM . . .


[General Midterm Exam Information](#)

Grades

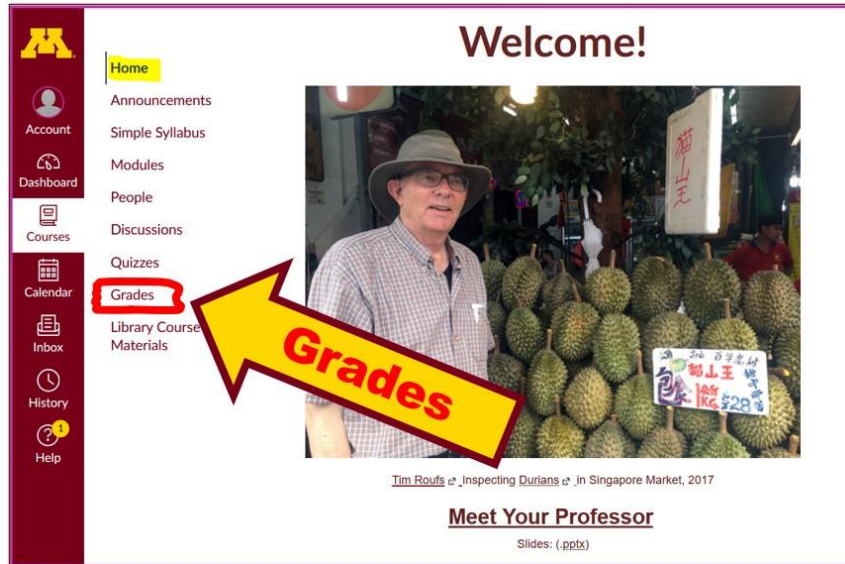
Review

This week take a little time to go back over your Midterm Exam. That oftentimes helps when it comes to preparing for the Final Exam.

If you have any questions or comments about the Midterm Exam please let me know.

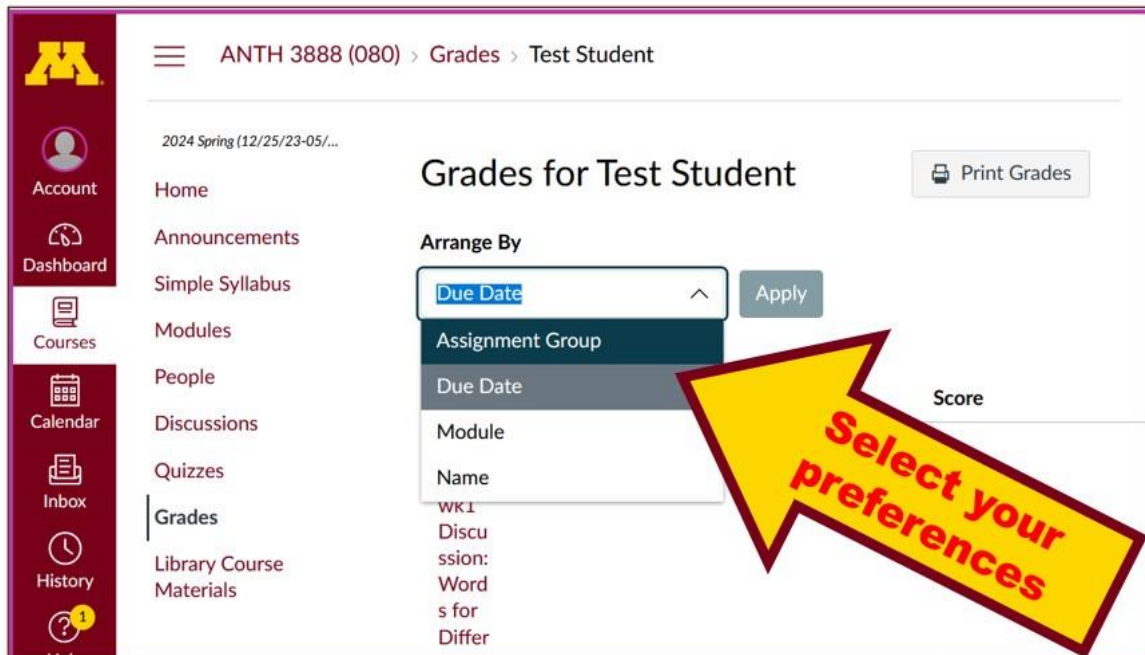
If you took the exam, check for the results are in your  **canvas** Gradebook (check the left-hand Course Navigation column on your “Home” page).

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Set your “Arrange By” preferences in your  **canvas** Gradebook:

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Profs “grading” exams is a lot like an ump in Major League Baseball calling balls and strikes.

The Major League rules are clear [\[link\]](http://www.d.umn.edu/cla/faculty/troufs/anthfood/afgrades.html#strikezone) as are the stated criteria for written projects and exams [\[link\]](http://www.d.umn.edu/cla/faculty/troufs/comp3160/criteria_for_grading.html).

But, in the end, they are both human judgments.

The biggest difference between a Major League Umpire calling balls and strikes and a professor calling a grade is that you get ejected from the baseball game if you argue balls and strikes (see Section 9.02 Official Baseball Rules [\[link\]](http://mlb.mlb.com/mlb/official_info/official_rules/foreword.jsp)) and one *should* really question the prof if they didn't like the call, and that is especially true for midterm exams as one can often learn quite a bit that is helpful for the Final Exam by looking over and discussing a midterm exam.

Maybe a better analogy would be judging **Olympic Figure Skating, or Gymnastics, or Ski Jumping, Diving** and the

like . . . [\[link\]](http://www.d.umn.edu/cla/faculty/troufs/anthfood/afgrades.html#gymnastics).



If your style is to look at charts, the grading “chart” is at

[\[link\]](http://www.d.umn.edu/cla/faculty/troufs/anthfood/afgrades.html#gradingpolicies).

So if, for whatever reason, you didn't like “the call,” e-mail, or stop by Cina 2015 if you are in the neighborhood.

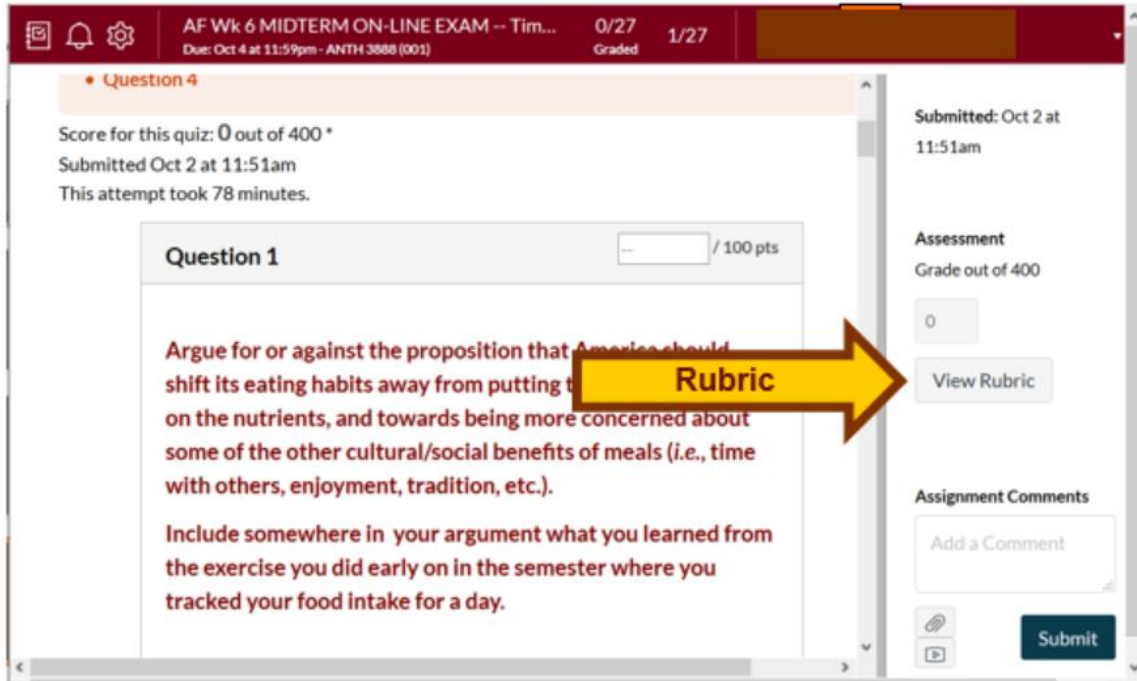
Go back and look over your Midterm Exam, including your answers.

Midterm Exam General Information

[\[link\]](http://www.d.umn.edu/cla/faculty/troufs/anthfood/afexams_midterm.html)

Please pay attention to what the numbers mean in terms of the final course letter grade. Click **“View Rubric”** on the exam page for details.


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Review . . .



[Writing Essays for Exams](#)

If you have any questions about the [Final Exam](#), please let me know, or bring them up in  canvas.

7.0 DUE: PROJECT INFORMATION . . .

[Basic Information](#)
[Main Due Dates](#)

REM: **Your Project Abstract and Working Bibliography is Due this Week**

"Abstracts" [↗](#)

Maxine C. Hairston¹

The Uses of Abstracts [↗](#)

Writing the Abstract [↗](#)

Length of Abstracts [↗](#)

**What you will be doing for your paper is
a "Promissory Abstract"**

- **Promissory Abstracts** [↗](#)
 - **Writing the Promissory Abstract** [↗](#)
 - **Length of Abstracts** [↗](#)
- **Summary Abstracts** [↗](#)
 - **Writing the Summary Abstract** [↗](#)
 - **Length of Abstracts** [↗](#)

see also



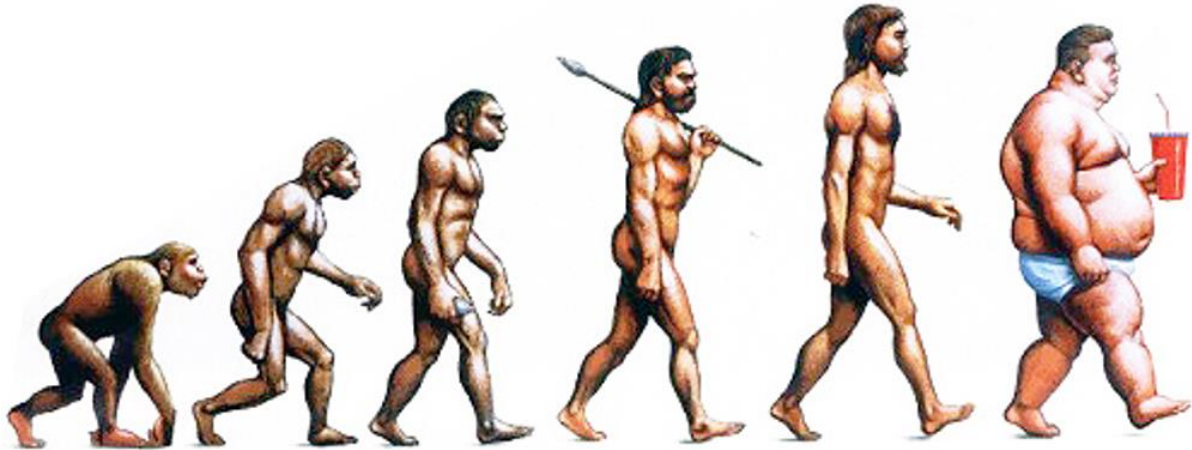
Writing Report Abstracts [↗](#)

Abstracts and Executive Summaries [↗](#)

8.0 DUE: DISCUSSION WEEK 7 . . .

(optional) [Online Discussions Information, Rubric, and Sample Posts](#)

“Is obesity prevention a personal or communal responsibility?”



9.0 (optional) **FOR FUN FOOD TRIVIA . . .**

[Food Trivia HomePage](#)

Week 7 Question

**“How far do you have to run
to burn off the calories from a burger?”**



[Answer](#)





10.0 (optional) **EXTRA CREDIT . . .**

[Basic Extra Credit Information](#)




If you didn't do quite as well as you might have liked on the Midterm

Exam, or if you did better than you even hoped on the Midterm exam but want to “bank” some insurance points for your final course grade, think about doing one (or even two—one of each) of the optional extra credit papers.

There are **two Extra Credit options: (A) a case study**, and/or **(B) a review of a lecture** (such as one of the Nobel Conference 46 “Making Food Good” lectures, or the Harvard University School of Engineering and Applied Sciences Series on Food Science) **or a food film** (*other* than one of the films we see in class). For the review option you may also *compare* two or more food films. (Remember from Week 1, one of the main features of anthropology is that it is *comparative*?)

- **Details on the extra credit** are on-line at
<<http://www.d.umn.edu/cla/faculty/troufs/anthfood/afextracredit.html#title>>
- **The Nobel Conference 46 lectures** are on-line at
<<http://gustavus.edu/events/nobelconference/2010/archive.php>>
- **Harvard Food Science Lectures** from the School of Engineering and Applied Sciences, Harvard University
<<http://www.d.umn.edu/cla/faculty/troufs/anthfood/aflectures.html#harvardlectures>>
- **Other Lectures, including TED lectures are on-line at”**
<<http://www.d.umn.edu/cla/faculty/troufs/anthfood/aflectures.html#otherlectures>>



- A list of **food films** is on-line at
<<http://www.d.umn.edu/cla/faculty/troufs/anthfood/affoodfilms.html#title>>
- Details of the **Case Study Extra Credit Option** are on-line at
<<http://www.d.umn.edu/cla/faculty/troufs/anthfood/afextracredit.html#casestudy>>
- Details of the **Film/Lecture Review Extra Credit Option** are on-line at
<<http://www.d.umn.edu/cla/faculty/troufs/anthfood/afextracredit.html#filmreview>>
and at <https://www.d.umn.edu/cla/faculty/troufs/anthfood/afvideo_schedule.html#extracredit>

11.0 OTHER (OPTIONAL) . . .

(optional) **LIVE CHAT: OPEN FORUM / OFFICE HOURS . . .**

[Contact Information](#)

Tuesday, @ 7:00-8:00 p.m. (CDT)

“ZOOM”

[click ↑ here]

or

e-mail anytime: <mailto:troufs@d.umn.edu>

[click ↑ here]



Live Chat is optional.

QUESTIONS? / COMMENTS . . .

If you have any **questions or comments** right now, please do not hesitate to post them on the  canvas “Discussions”, or e-mail troufs@d.umn.edu, or ZOOM <https://umn.zoom.us/my/troufs>. (E-mail is fastest, and most generally best as quite often URLs need be sent.)

Best Wishes,

Tim Roufs

<http://www.d.umn.edu/~troufs>

<https://umn.zoom.us/my/troufs>

[other contact information](#)