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[Module 8](#)



Tim Roufs Inspecting Durians in Singapore Market, 2017

Anthropology of Food Week 8

What's
Happening?



Live Chat
Tuesday 7:00-8:00 p.m.

Questions /
Comments

Video
Explorations

Slides
Obesity


Readings

*Discussion

*Project

*Other
Assignments

Midterm Exam

(click links for details)
 = leave page

(optional)
For Fun Trivia

(optional)
Extra Credit

(optional)
Other

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

What's Happening Week 8?

We look at Food Design this week.

Designed for what? And what are the consequences?

Ever wonder how much exercise it takes to wear off a “Big Mac” and Fries? This week we find out.

If you haven't already done so, *schedule* some serious time **blocks to work on your Project**. And be sure to ask if you have any questions about your Promissory Abstract, your Working Bibliography, or even about your Proposal itself.

One thing you should already have **started to think about is how you might present your findings**. Generally it is a good idea to pretty much finish your paper before you do too much work on your presentation, but, having said that, it is still a good idea to at least start thinking about what your presentation might be like.

(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.

VIDEO EXPLORATIONS WEEK 8 . . .

Real People . . . Real Places . . .

[Videos for the Semester](#)

“How People Get Their Food in Industrial Societies”

and what that means to various groups of people around the world. We’ll continue to explore the social, corporeal, sacred/religious, psychological, political, economic, and cultural aspects of food *via* the texts, slides, and videos.

And hopefully, also as noted last week, in the remainder of the term you will be **applying your analytical anthropological**—including your perception skills which you should check with the [Selective Perception Tests](#).

And we’re going to have a look at what goes into

Food Design

(52 min., 2009)

[On-line access](#)

[click  here]



“... a beautifully filmed look at the complex process of food product design, in which the appeal of foods to all the senses is considered and manipulated, using sophisticated science and psychological insights.”

—J. Peter Clark, *Food Technology Magazine*

“The sound of sausage: When a bite produces a distinct crunch, they taste particularly good.”

“Fish sticks, on the other hand, don't make such great noises, but they can be arranged nicely in the pan. And is it merely a coincidence that bologna fits perfectly onto a slice of bread, and that when combined, they make up a popular snack? Designers create clothes, furniture, cars and all kinds of useful items. So why not food? Food designers work on things to eat, giving them a certain style and function. They not only make sure that food and drink fill our stomachs, but also that the eating process is practical and appeals to all the senses - so that we're hungry for more. *FOOD DESIGN* takes a look at the secret chambers of a major manufacturer of food, where designers and scientists are defining your favorite mouthful of tomorrow. It shows how form, color, smell, consistency, the sounds made during eating, manufacturing technique, history and stories are all aspects of food and eating that both influence food design, and are created by it.”

So we'll have a look at how your food is designed nowadays . . . basically how it's engineered, and how it's sometimes engineered to match your bio-physical cravings—that is, to be “addictive”. Martha Rosenberg has pointed out that foods nowadays are *engineered* to be *addictive*, and, hence, fattening . . .

5 Unhealthy Foods Engineered to Be Addictive

-- Martha Rosenberg, [Hungry for Change](#) (10 July 2014)

And that's all related to your basic bio-physical makeup. But, take your pick: Genes control body weight or food intake/lack of moving controls body weight, or, both.



WEEK 8 SLIDES . . .

[Class Slides for the Semester](#)

Obesity and on Eating Disorders . . .

The "Obesity Epidemic"

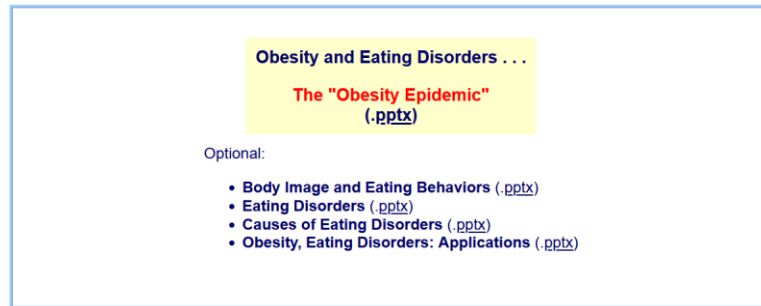
(.pptx)

[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)[🔗](#)



Obesity and Anorexia

Paradoxically the world has seen the burgeoning of obesity and anorexia throughout the much of the industrial world, at a time when an estimated 925 million people or so are malnourished.

Obesity

As you saw in the video *The Truth about Fat* during the first 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 individual 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)

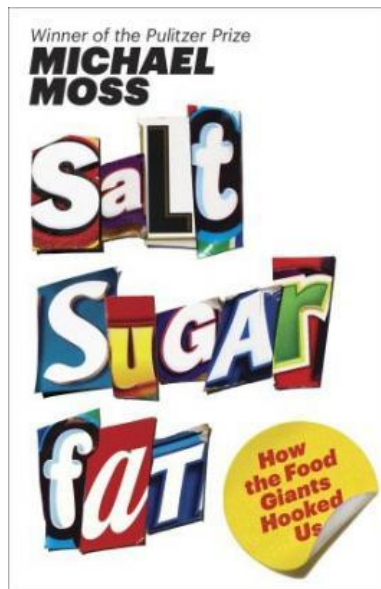
Michael Moss’ now-classic book that came out in 2013, *Salt Sugar Fat* was on *The New York Times* hardcover nonfiction list for several months. Moss is quoted by Martha Rosenberg in the article mentioned above. And it created quite a stir. Here are some commentaries and follow-ups from the release.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

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 super market. <<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 . . .

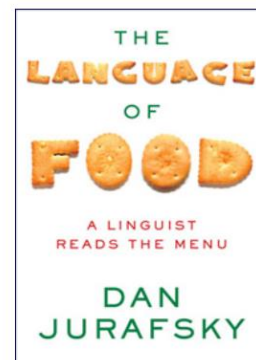
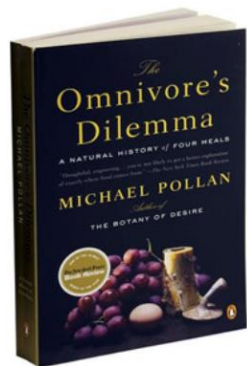
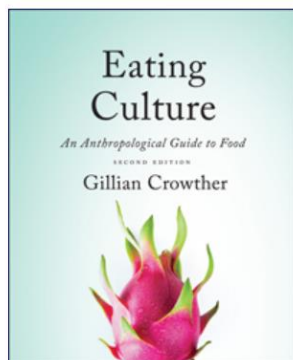
- [NYTimes: U.S. Diet Guidelines Sidestep Scientific Advice to Cut Sugar and Alcohol](#) -- [The New York Times](#) (29 December 2020)
- [World’s Largest Consumer of Sugar Wants People to Eat More](#) -- [Bloomberg](#) (01 November 2020)

- **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.

READINGS FOR WEEK 8 . . .

[Readings for the Semester](#) [↗](#)
[Textbook Information](#) [↗](#)



- **Eating Culture, Second Edition, Gillian Crowther**
 - CHAPTER SEVEN: EATING-OUT AND GASTRONOMY

- **Omnivore's Dilemma, Michael Pollan**
 - Ch. 8 "All flesh is grass"
 - Ch. 9 "Big Organic"
 - Ch. 10 "Grass: thirteen ways of looking at a pasture"
 - Ch. 11 "The animals: practicing complexity"

- **The Language of Food, Dan Jurafsky**
 - (Review)

OTHER ASSIGNMENT INFORMATION . . .

[Main Due Dates](#)

f2022 [Module 8 – Week 8](#)

Take the Student Survey

REM: If you haven't already done so, please help us by filling out the Student Survey honestly, and promptly. Your views are very important in the future development of this course.

 **Student Survey Feedback**

f2022 <<https://canvas.umn.edu/courses/323469/modules/items/7994345>>

PROJECT INFORMATION . . .

[Basic Information](#)

[Main Due Dates](#)

As mentioned at the beginning, if you haven't already done so, ***schedule some serious time blocks to work on your Project.*** And be sure to ask if you have any questions about your "**Promissory Abstract**"[🔗](#), and **Working Bibliography**, or even about your Proposal itself.

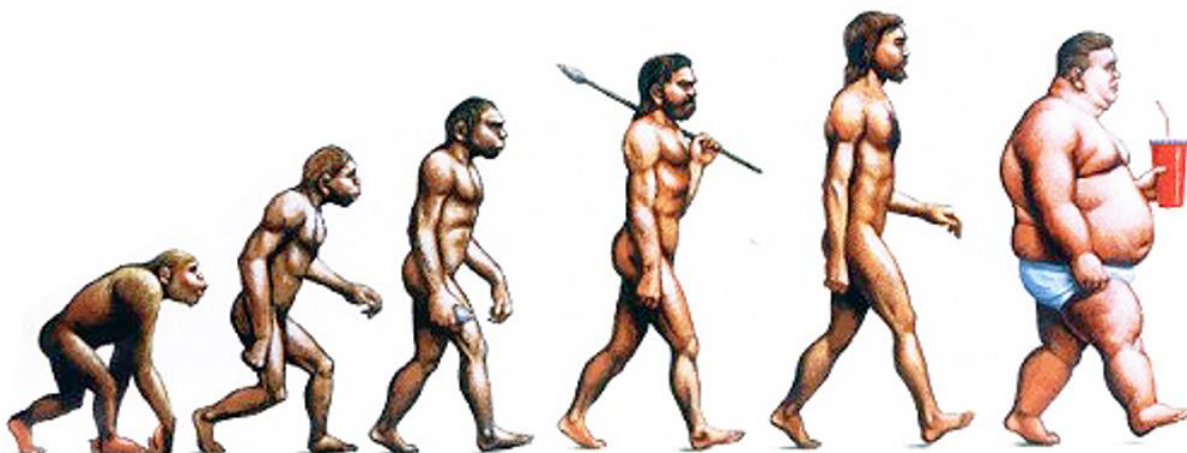
One thing you should already have started to **think about is how you might present your findings.** Generally it is a good idea to pretty much finish at least a draft your paper before you do too much work on your presentation (your presentation is basically a preliminary report on your work-in-progress paper), but, having said that, it is still a good idea to at least start thinking about what your presentation might be like.

DUE: DISCUSSION WEEK 8 . . .

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

#1

“Discussion: Is obesity prevention a personal or communal responsibility?”



#2
"Tattoo for Tacos"



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

[Food Trivia HomePage](#)

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



[Answer](#)

REM: (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 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>

OTHER (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](#)