Anthropology of Food Week 11

"Epilogue: Leftovers to Takeaway"

The Language of Food

Video Explorations
(On-line or at the UMN Library)

1. Food and Race, Gender, and Class
(cont.)

2. Feeding Frenzy
(video: 63 min.)

3. Food Design
(video: 52 min.)

4. Special Offer for Rangers

5. Other Assignments

For Fun Food Trivia
1. Food and Race, Gender, and Class
(cont.)

This week we’ll have a look at some (more)

Secret Ingredients: Race, Gender, and Class at the Dinner Table

Sherri A. Inness

Chs. 1-7

(Note: You do not have to read the book, just view the slides.)

Secret Ingredients
slides: (.pptx)

[click here]
This week we’re going into a . . .

2. **Feeding Frenzy:**
**The Food Industry, Marketing & the Creation of a Health Crisis**
(video: 63 min.)

"Over the past three decades, obesity rates in the U.S. have more than doubled for children and tripled for adolescents -- and a startling 70% of adults are now obese or overweight. The result has been a widening epidemic of obesity-related health problems, including coronary heart disease, high blood pressure, stroke, and Type 2 diabetes. While discussions about this spiraling health crisis have tended to focus on the need for more exercise and individual responsibility, Feeding Frenzy trains its focus squarely on the responsibility of the processed
food industry and the outmoded government policies it benefits from. It lays bare how taxpayer subsidies designed to feed hungry Americans during the Great Depression have enabled the food industry to flood the market with a rising tide of cheap, addictive, high calorie food products, and offers an engrossing look at the tactics of the multibillion-dollar marketing machine charged with making sure that every one of those surplus calories is consumed."

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

3. Food Design

(video: 52 min.)

Snag HomePage

On-line access from UMD Martin Library
or view from Snag Films

“. . . 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.”
And a special offer for

“Rangers”—
do an extra credit report on

"Potica"

[click here]

From

WE EAT WHAT?
A CULTURAL ENCYCLOPEDIA OF UNUSUAL FOODS IN THE UNITED STATES
JONATHAN DEUTSCH, EDITOR

Extra Credit Report Information
<http://www.d.umn.edu/cla/faculty/troufs/anthfood/afextracredit_review.html#title>
4. Assignments and Events

... this week are listed on your "Calendar".

This Week’s "Calendar"

REM: Links on screenshots are not “hot” (active)
AND REM: Clicking on “Agenda” will give you a listings view

For Fun Food Trivia this week . . .

How much water does it take to grow a hamburger?

Answer
How far do you have to run to burn off a burger?

Answer

Check it out at:

The FAO World Food Clock

Class Water WebPage

Class Food and Water Waste WebPage

If you have any questions right now, please do not hesitate to post them on the Canvas Course “Chat”, or e-mail troufs@d.umn.edu, or stop by Cina 215 [map].

Best Regards,

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