"Epilogue: Leftovers to Takeaway"

The Language of Food

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

This week we’re going into a . . .

Feeding Frenzy —
the Food Industry, Marketing & the Creation of a Health Crisis

and then we’ll have a look at the world of

Food Design —
Video:

Feeding Frenzy —
the Food Industry, Marketing & the Creation of a Health Crisis

"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."
“Food Design —

“. . . 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 we’ll have a look at some

Secret Ingredients —

View slides . . .

(Hint: view the slides like you were checking out the "Table of Contents" on a book that you might be interested in.)
Sherri A. Inness,

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

and friends

Chs. 1-7
(Note: You do not have to read the book, just view the slides.)

*Secret Ingredients*  
slides: (.pptx)

[click here]

And a special offer for
“Rangers” — "Potica"

[click ↑ here]

From
Kim Smyth Roufs Slathering Walnut Filling on *Potica*.

Assignments and Events

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

This Week’s "Calendar"

<table>
<thead>
<tr>
<th>Monday</th>
<th>Tuesday</th>
<th>Wednesday</th>
<th>Thursday</th>
<th>Friday</th>
</tr>
</thead>
<tbody>
<tr>
<td>31</td>
<td>1</td>
<td>2</td>
<td>3</td>
<td>4</td>
</tr>
<tr>
<td></td>
<td>Week 11</td>
<td>AF 11 Readings</td>
<td>AF 11 Video: Feeding Frenzy (65 min.)</td>
<td>AF 11 Video: Food Design (52 min.)</td>
</tr>
<tr>
<td>AF 11 For Fun Food Trivia: How far do you have to run to burn off a burger?</td>
<td>AF 11 View Slides: Gender, Class</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>AF 11 For Fun Food Trivia: How much water does it take to grow a hamburger?</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

They are also listed on the “Syllabus” section of your canvas folder, if you prefer to have them in another form.
And the “Syllabus” version is found here:

In the “Syllabus” version the assignments look like this:

<table>
<thead>
<tr>
<th>Date</th>
<th>Assignments</th>
</tr>
</thead>
<tbody>
<tr>
<td>Sun Mar 31, 2019</td>
<td>• Week 11&lt;br&gt;• AF 11 For Fun Food Trivia: How far do you have to run to burn off a burger?&lt;br&gt;• AF 11 For Fun Food Trivia: How much water does it take to grow a hamburger?</td>
</tr>
<tr>
<td>Mon Apr 1, 2019</td>
<td>• AF 11 Readings&lt;br&gt;• AF 11 View Slides: Gender, Class</td>
</tr>
<tr>
<td>Tue Apr 2, 2019</td>
<td>• AF 11 Video: Feeding Frenzy (63 min.)</td>
</tr>
<tr>
<td>Wed Apr 3, 2019</td>
<td>• AF 11 Video: Food Design (52 min.)</td>
</tr>
<tr>
<td>Thu Apr 4, 2019</td>
<td>• AF 11 Tim Roufs' article on Potica (optional, except for Range)</td>
</tr>
<tr>
<td>Sat Apr 6, 2019</td>
<td>• AF 11 Discussion: Picturing Food Waste&lt;br&gt;• AF 11 World Food Clock (including food waste)</td>
</tr>
</tbody>
</table>
And for fun, a trivia question 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/>