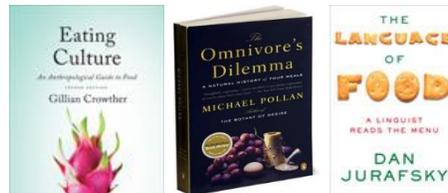


Anthropology of Food Week 11  
(Module 11)



Direct Links  
to Canvas



Available on-line in your  canvas folder at

<http://canvas.umn.edu/> 

[Syllabus](#) 

[Calendar](#) 

# What's Happening this Week

## THIS WEEK'S HIGHLIGHTS

(click links for details)

 = leave page



### General Comments for the Week

This week we get to see a *Feeding Frenzy* like you probably have never seen before, and we get to see how food nowadays is designed and engineered to entice you to buy and eat more.

What doesn't take any enticement to eat more of is *potica*, a favorite Slovenian treat from The Range.

(Rangers be sure to note your special assignment this week.)

**And how much water does it take to get you that “Big Mac” you were working on working off last week?  
And what’s the big problem with water (worldwide)?**

**This week we also contemplate Three Major Perineal Debates . . . as people have for two thousand years.**

**And we close the week off discussing Food and Art and Food as Art.**

**Live Chat: Open Forum / Office Hours**

[Contact Information](#)

**Video Explorations**

**Real People . . . Real Places . . .**

[Videos for the Semester](#)

**Feeding Frenzy:**

***The Food Industry, Marketing & the Creation of a Health Crisis***

(63 min., 2013)



**On-line Kanopy Link**



**Food Design**

(52 min., 2009)

**On-line access** [↗](#)

[click [↑](#) here]

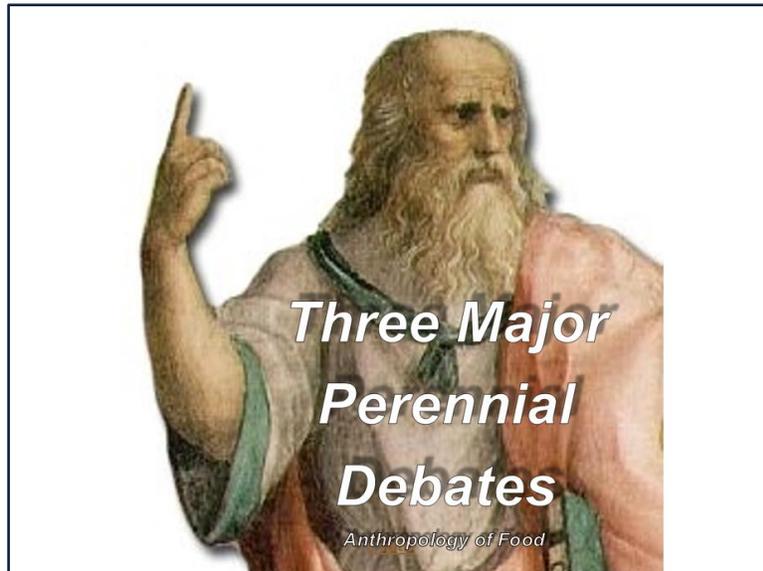


## **This Week's Slides**

Class Slides for the Semester [↗](#)

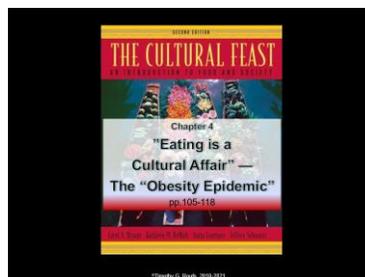
### **“Three Major Perennial Debates”**

(.pptx) [↗](#)



### **“Obesity and Eating Disorders”**

(.pptx) [↗](#)



**Readings for the Week**

Readings for the Semester [🔗](#)

REM: Textbooks [🔗](#)

**Other Assignment Information**

Main Due Dates [🔗](#)

Calendar [🔗](#)

**Week 11 (Module 11) Calendar**

REM **Your Project**

**Discussion**

**Picturing Food Waste**



**Special Offer for Rangers**

*Potica*

**For Fun Trivia**

**“How much water does it take to grow a hamburger?”**

Check out

**The FAO World Food Clock**

**For other optional items for the week check “Calendar” [🔗](#) or “Syllabus” [🔗](#)**

**Questions? Comments?**

# General Comments for the Week

"Epilogue: Leftovers to Takeaway"

**This week we get to see a *Feeding Frenzy* like you probably have never seen before, and we get to see how food nowadays is designed and engineered to entice you to buy and eat more.**

**What doesn't take any enticement to eat more of is *potica*, a favorite Slovenian treat from The Range. (Rangers be sure to note your special assignment this week.)**

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**And we close the week off discussing Food and Art and Food as Art.**

## Live Chat: Open Forum / Office Hours

[Contact Information](#)

Tuesday, 23 March 2021 @ 7:00-8:00 p.m. (CDT)

**“ZOOM”** [↗](#)

[click ↑ here]

or

e-mail anytime: [mailto:troufs@d.umn.edu](mailto:mailto:troufs@d.umn.edu) [↗](#)

[click ↑ here]



Live Chat is optional.

## Video Explorations

Real People . . . Real Places . . .

[Videos for the Semester](#) [↗](#)

**“How People Get Their Food in Industrial Societies”**

**"EPILOOGUE: LEFTOVERS TO TAKEAWAY"**

### *Feeding Frenzy:*

*The Food Industry, Marketing & the Creation of a Health Crisis*

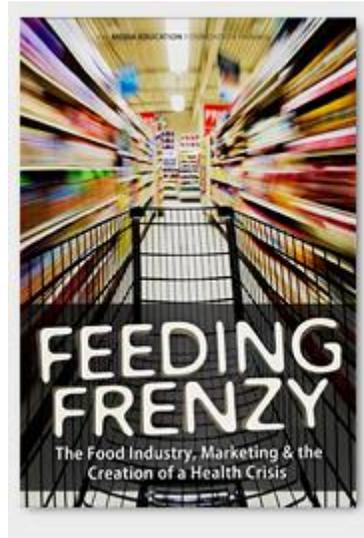
(63 min., 2013)

**On-line Kanopy Link** [↗](#)

[click ↑ here]

**course viewing guide** [↗](#)

[transcript](#)



"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

## *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.



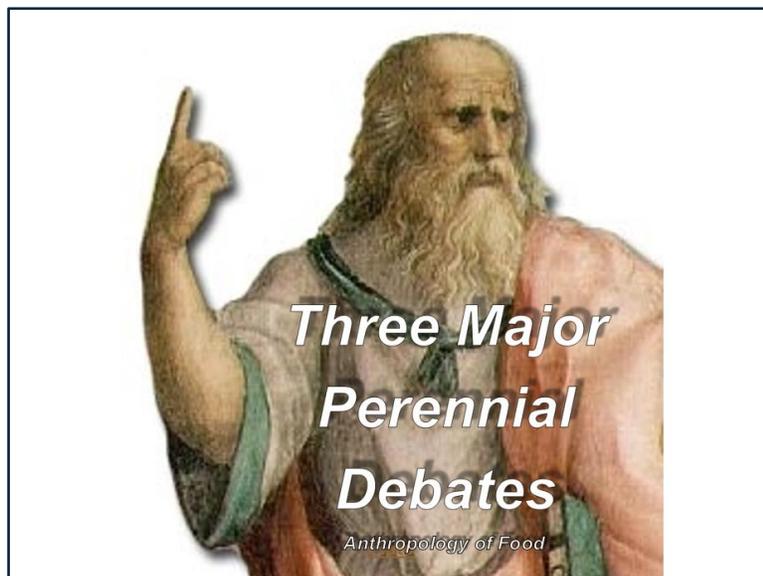
## This Week's Slides

[Class Slides for the Semester](#)

# “Three Major Perennial Debates”

[\(.pptx\)](#)

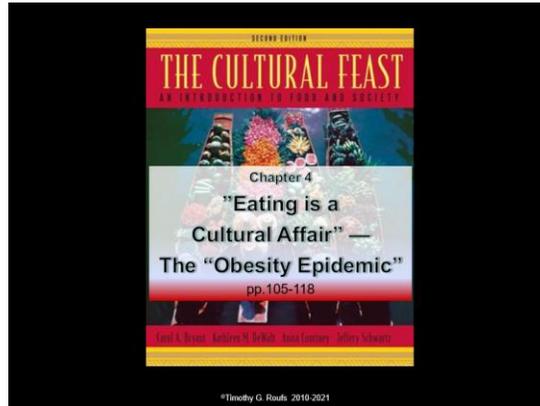
[click [↑](#) here]



# “Obesity and Eating Disorders”

(.pptx) [🔗](#)

[click [↑](#) here]



## Readings for the Week

[Readings for the Semester](#) [🔗](#)

REM: [Textbooks](#) [🔗](#)

- ***Eating Culture, Second Edition*, Gillian Crowther**
  - "EPILOGUE: LEFTOVERS TO TAKEAWAY"
- ***Omnivore's Dilemma*, Michael Pollan**
  - (Review)
- ***The Language of Food*, Dan Jurafsky**
  - Ch. 6 "Who Are You Calling a Turkey?"
  - Ch. 7 "Sex, Drugs, and Sushi Rolls"

## Other Assignment Information

[Main Due Dates](#)  
[Calendar](#)

### Week 11 Calendar (Module 11)



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

The screenshot shows a Canvas calendar for March 2021. The calendar is organized by day (SUN to SAT). Annotations include:

- Syllabus**: Points to the '12:01a Module 11 = Week 11 Syllabus' entry on Sunday, March 21st.
- What's Happening**: Points to the '8:01a AF Wk 11 What's Happening Week 11?' entry on Sunday, March 21st.
- Readings**: Points to the '8:01a AF Wk 11 Readings' entry on Monday, March 22nd.
- Live Chat**: Points to the '7p (optional) AF Wk 11 Live Chat -- Office Hour' entry on Tuesday, March 23rd.
- Videos On-line**: Points to the '8:01a AF Wk 11 Video: Feeding Frenzy (63 min.)' entry on Tuesday, March 23rd, and the '8:01a AF Wk 11 Three Major Perennial Debates (.pptx)' entry on Wednesday, March 24th.
- Slides**: Points to the '8:02a AF Wk 11 Obesity and Eating Disorders (.pptx)' entry on Thursday, March 25th.
- Project**: Points to the 'AF Wk 11 REM Work on Your Term Paper and Presentation Drafts' entry on Saturday, March 27th.
- Discussion**: Points to the 'AF Wk 11 Discussion: Picturing Food Waste' entry on Saturday, March 27th.

The links to the videos are live in Canvas

REM: **Your Project**

**Work on your Project.** More information on Presentations is on-line

at . . . <https://www.d.umn.edu/cla/faculty/troufs/anthfood/afpresentations.html#title>

[click ↑ here]

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).

## **Discussion Topic**

### Picturing Food Waste

Pichler writes in his project statement:

"The immediate idea behind this series was to picture food products at different stages of decay in order to highlight the issue of food waste. This waste is strongly linked to the culture industry and therefore also to people's ways of life, especially in industrial nations. In the photographs, this is made obvious through the combination of food with accessories of the culture industry focused around food (e.g. dishes, cutlery). Therefore, the pictured food items are portrayed as part of a European culinary culture and history. This culture is closely intertwined with the history of exploitation of European colonies and, as a result, the import of cheap food products from other continents."

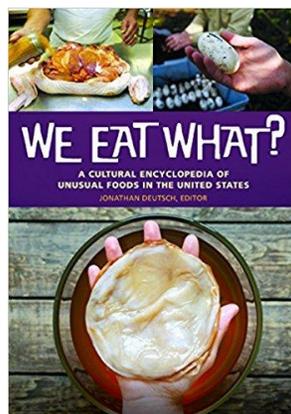


And a special offer for  
***“Rangers”***—  
do an extra credit report on

***“Potica”***

[click [↑ here](#)]

From





Kim Smyth Roufs Slathering Walnut Filling on *Potica*.

**Roufs, Timothy G. 2018. "*Potica*." From *We Eat What?: A Cultural Encyclopedia of Unusual Foods in the United States*, by Jonathan Deutsch, (Ed.). Santa Barbara, CA: ABC-CLIO, pp. 249-258.**

**Extra Credit Report Information**

**[http://www.d.umn.edu/cla/faculty/troufs/anthfood/afextracredit\\_review.html#title](http://www.d.umn.edu/cla/faculty/troufs/anthfood/afextracredit_review.html#title)** [🔗](#)

## For Fun Food Trivia for the Week . . .

How much water does it take to grow a real-meat hamburger?



[Answer](#)

Check it out at:

## The FAO World Food Clock

[Class Water WebPage](#)

[Class Food and Water Waste WebPage](#)



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](mailto: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](#)> 

