



ASSOCIATION FOR THE STUDY OF FOOD AND SOCIETY

ASFS Newsletter | Issue 5 | April 2017

Photo credit: Katherine Hysmith

LEADERSHIP MESSAGE FROM VICE PRESIDENT, GREG DE ST. MAURICE

Dear Members,

I'm writing to you from Japan, where April is about new growth and renewal—not just the famous cherry blossoms (a gorgeous, long season this year) or the start of the academic and fiscal year, but also when the fragrance of strawberries lingers in supermarket produce corners, fresh bamboo shoots appear on restaurant menus, and people begin to gather varieties of wild vegetables with English translations like “lusterleaf holly” and “butterburr buds” that are bitter and taste great in tempura. I digress. For ASFS, this April we're also seeing the organization's development and the implementation of many initiatives begun in 2016.



ASFS now has a snazzy logo. It is the work of graphic designer Alyssa Lang. (See newsletter issue 3 for an interview with Alyssa). A logo committee with Ken Albala at the helm advised Alyssa at every step until we had something that elegantly conveyed a sense of who we are and what we do, a veritable challenge considering the diversity of disciplines and topics represented in the organization. The logo

received the board's official approval earlier this month.

We are preparing for our 2017 annual conference with Agriculture, Food, and Human Values Society (AFHVS).

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We hope you're getting ready to join us in LA in June, with Occidental College hosting, thanks to the work of board member John Lang (husband of logo designer Alyssa). We welcome proposals for hosting the 2018 and 2019 conferences. While it is a clearly a labor of love, it is a great service to both organizations and introduces many of us to a place, its foodways, farming and food initiatives, local advocates and entrepreneurs, as well as local initiatives to address food-related challenges.

Academic associations may have logos, host conferences, and publish journals, but they are nothing without their members. A diverse and committed membership distinguishes ASFS. In the Member Spotlight series that Beth Forrest and I have been working on for the website, you will find interviews with the editor of *Gastronomica*, a former FAO Senior Policy Advisor, the President of the ASFS graduate student caucus, the curator of the University of Amsterdam's Food Collection, and other scholars from different fields, backgrounds, and countries—all ASFS members. In our latest interview, we talk with Jeff Birkenstein about his global travels and the concept of “Significant Food” in short stories and film. Check them all out at food-culture.org/asfs-member-spotlight!

ASFS is led by members. While scheduling virtual meetings may be a challenge when you have to take into account what time it will be on both coasts in the USA, in Europe, East Asia, and Australia, that people all over the world are willing to put in the time and effort to help lead the organization by running for positions on

the board speaks volumes. The results of this year's election are in: please welcome Sonia Massari and Jake Lahne to the board. They will begin their terms at the board meeting at this June's conference. Deanna Pucciarelli, Jeffrey Pilcher, and Emily Contois were re-elected to the board and Lucy Long and Alex McIntosh were nominated and approved by the board to start 3-year terms as Fellows.

This past year, we have also added the Graduate Association of Food Studies (GAFS) as a caucus to ASFS, thanks to the efforts of student representative and newsletter editor Emily Contois, GAFS President Brad Jones, and the Executive Board. With the leadership of Megan Elias, Christine Knight, and Jennifer Berg, we also

created a grant to support regional events and symposia organized by ASFS members outside of the annual conference. We encourage you to apply!

As you can see, ASFS is growing fast. Your representatives on the board, as always, welcome any input or ideas you may have.

Now back to those deep-fried butterburr buds...

Greg de St. Maurice is completing a postdoctoral research fellowship at Ryukoku University and will be a Culinaria Research Fellow at the University of Toronto and the Air Liquide Research Fellow at EHESS in Paris. His research focuses on "place," globalization, sensory ethnography, and cuisine.



This image and text are featured on Sarah Portnoy's website: <http://sarahjportnoy.com>. Photo credit: Ebony Bailey

"Tile wall on the walkway up to Proyecto Jardín in Boyle Heights, a community garden and amazing gathering place for sixteen years until evicted by White Memorial

Medical Center in Fall 2016. Sarah Portnoy's students volunteered with Proyecto Jardín as part of the USC Good Neighbors Campaign during the Fall of 2015."

2017 CONFERENCE UPDATE

Get excited for Oxy Food Conference 2017!

This year's AFHVS/ASFS is shaping up nicely with robust registration and amazing panels in store. The preliminary program was published on the conference website (oxyfoodconference.org) on April 21. A friendly reminder from conference chair John Lang that attendees are expected to register by Sunday, April 30, 2017. For inclusion on the final program, at least one author from each submission must be registered as an attendee. Attendees must be members of AFHVS or ASFS at the time of the conference.

At the conference, we will also be enhancing our social media presence and coverage throughout the event. For anyone who can't join us in LA, follow along with hashtag **#oxyfood17**, particularly on Twitter where we'll be live-tweeting many of the panels.



A few of other exciting updates:

Check out the pre-conference events (<https://oxyfoodconference.org/events>); you will likely want to register for them quickly as some are already almost sold out. In addition to great writing workshops by Betty Fussell as well as Jonathan Gold and Laurie Ochoa, people can take a Mexican food tour of Boyle Heights; learn about innovative food justice initiatives in Los Angeles; and harvest the citrus trees at The Huntington Library, Art Collections and Botanical Gardens before strolling through their 120 acres of specialized gardens.

There are two main housing options for the conference (<https://oxyfoodconference.org/housing>). The conference hotel block at The Westin Pasadena is filling up quickly. For people who stay there, we'll have a free shuttle bus service between the hotel

and Occidental's campus during the conference. On-campus rooms are also filling up quickly. Although there are no more private rooms, there are still some rooms available in the 3-bedroom suites as well as space in shared dorm rooms. On-campus rooms include on-campus parking.

For graduate students, there are 50 great food studies books that will be raffled off: 25 are up for grabs for students who register for the conference, another 25 for students who register for the banquet. And speaking of the banquet, in addition to featuring the bounty of food in California, the banquet price includes beer and wine.

Based on member feedback, the conference will offer a series of "Meet & Greet the Author" events. Events will take place Thursday, Friday, and Saturday in the Book Exhibit area at a

specially reserved table. So, if you recently published a book and want to reserve a location where you can sign copies and talk to conference attendees about it, there's now an option to do so as part of your registration.

Finally, our Keynote Address, "The Politics, Policies and Processes of 21st Century Trade and Investment: Challenges for Food and Nutrition across the Pacific Rim," will be delivered by Dr. Sharon Friel on Thursday, June 15. On Friday, June 16, Evan Kleiman will host a Plenary Panel that will discuss all of the hands that bring our food to the table. They will discuss how immigration and wage policy, among other things, are likely to affect our food chain in the next several years.

We can't wait to see you at #oxyfood17!

ASFS GRANTS UPDATE

The ASFS now offers support for events such as workshops, symposia, and colloquia that take place between the main annual meetings. The theme and format of events are flexible, but all proposals should further the ASFS mission of promoting the interdisciplinary study of food and society. The recently posted announcement has already drawn interest,

indicating that there was a need for this kind of support and that we will soon be seeing greater numbers of exciting food studies events throughout the year. Find more information about the ASFS Grants and how to apply on the ASFS website at food-culture.org/ASFS%20Grants.



"Cucumbers" (Arcata, CA), Photo credit: Brittany Stuckey

The Story of This Image

Michael S. Bruner (Professor, Department of Communication, Humboldt State University) and Brittany Stuckey (now an alum of Humboldt State University) were doing research on reactions to food-related photos for a paper they presented at ASFS in Pittsburgh. Brittany took the photo in the produce

section of the Wildberries Marketplace in Arcata, CA. What they found was that respondents experienced a stronger reaction to cucumbers than to lettuce. They also found that the water droplets seemed to trigger in audience members the response: "FRESH!"

ANNOUNCING TWO NEW DOCTORATES

DIANA GARVIN defended her dissertation "Feeding Fascism: Tabletop Politics in Italy and Italian East Africa, 1922-1945" in Romance Studies at Cornell University.

Abstract: This project uses food as a lens to examine daily negotiations of power, demonstrating how women's work to feed their families speaks to broader questions of gendered forms of labor, the social construction of race and racism, and what is at stake in the struggle for nourishment and for flavor both in multi-ethnic Italy and across the global south. To do so, I analyze culinary ephemera, built environments, propagandistic film, and kitchen objects to compare female citizens' tactics with Fascist regime strategies. This juxtaposition demonstrates how women and the state feed Fascism through daily habits like cooking, eating, and shopping. Specifically, I argue for tabletop politics: the idea that power exists in the small decisions that we make every day at the kitchen table. Fellowships from Oxford, Cornell, AAUW, NSWA, the Julia Child Foundation, and the CLIR Mellon Foundation have supported my research at the Ministry of Health and the Ministry of Foreign Affairs, in addition to a number of small, regional archives, libraries, and museums.

Previous studies of Fascism in Italy and East Africa have examined the regime's monumental cultural productions and national bids for control. I contribute to this scholarship by situating new examples of culinary culture within the broader context of Italian and East African manufacturing conditions, circulation patterns, and domestic practices to show how institutional structures operate through dynamic social formations. My inquiry speaks to recent debates concerning the politicization of women's health and nutrition, to deliberations about food's role in reconstructing the history of gender and sexuality, and to discussions of colonial power in the private sphere. The narrative arc moves from the intimate to the foreign in terms of both location (nursery to marketplace) and geography (Italy to the East African colonies). Ultimately, my project changes the way that we think about why we cook and how we eat and offers a new method for understanding women's experiences of politics through the places that they lived and worked and the objects that they touched every day.

Diana is this year's winner of the Rome Prize in Modern Italian Studies. She will serve as a postdoctoral fellow at the American Academy in Rome for the 2017-2018 academic year. In Fall 2018, she will join the faculty of the Department of Romance Languages at the

University of Oregon as a Professor of Italian with a focus on Mediterranean Studies.

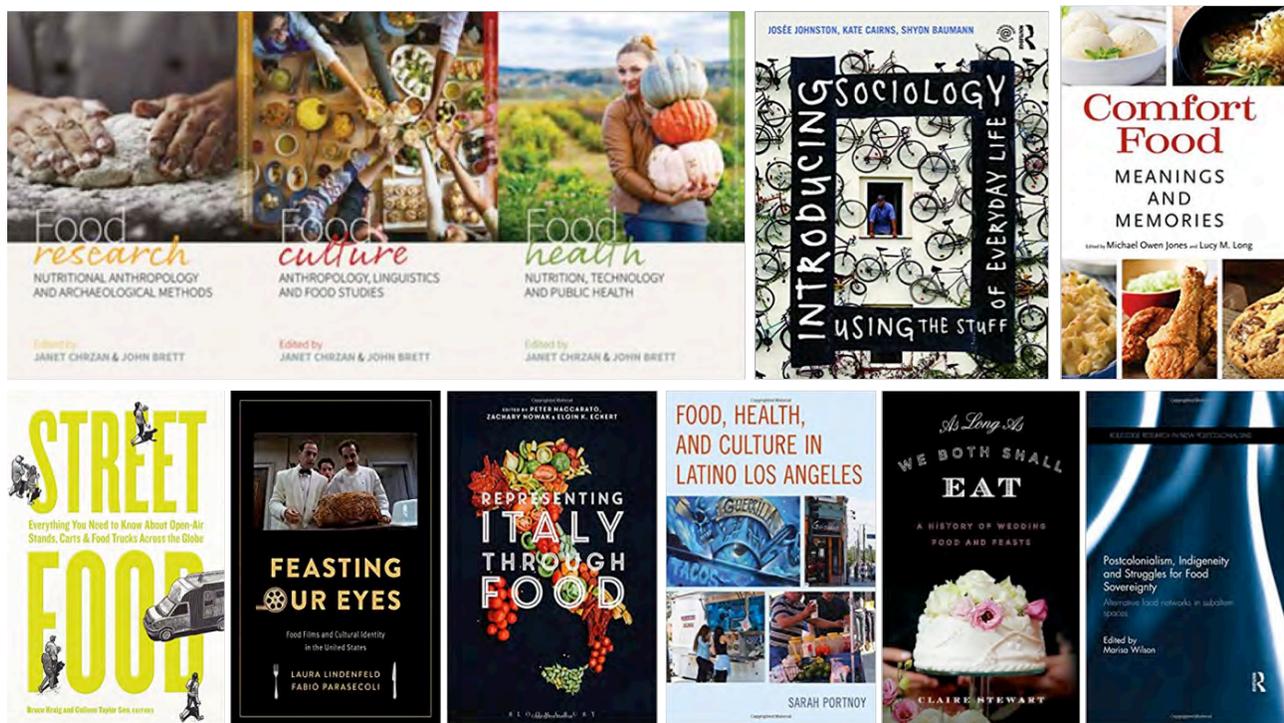
WILLA ZHEN defended her dissertation, "Learning to 'Taste': Skills Transmission and Identity Formation in Cantonese Cooking Schools" in Anthropology at SOAS, University of London.

Abstract: This thesis is a multi-sited ethnographic study of learning to cook through cooking schools in China, based on fieldwork in the city of Guangzhou from September 2008 to September 2009. This thesis suggests that aspiring student cooks learn to 'taste' through an embodiment of skills and identities developed through cooking schools in the post-socialist urban society of contemporary Guangzhou. Influenced by Pierre Bourdieu's (1984) conceptualization of 'taste' as a process of 'habitus', individuals learned to embody 'dispositions', such as identities alongside bodily behaviours, as part of learning to cook and learning to 'taste'. This process of learning to 'taste' in three diverse Guangzhou cooking schools has focused on the reception (and rejection) of new tastes, such as that for Italian cuisine, as an avenue for thinking about socio-economic transition and change. The emergence of new constructions of taste among domestic cooks reveals new patterns of class making among middle class women. The 'professionalisation' of cooking is a response to new market logics that have placed new demands on working cooks. The importance of 'quality', as understood through *suzhi* (personal quality), complicates our understandings of 'tasteful' identities among professional cooks. This thesis also considers social changes and changing conceptualisations of taste and identity, as captured among different generations of cooking school participants. Through this study of cooking schools in Guangzhou, we can understand how these institutions have taught aspiring cooks the skills of 'taste' – how to produce food and cuisine, and how to adopt worldviews and identities as part of an occupation or role. Ultimately, this thesis reveals that learning to 'taste' involves a complex set of relations and negotiations between actors, institutions and wider socio-economic considerations.

Willa plans to continue her teaching and work at the CIA in Hyde Park. She is also completing a book manuscript, Food Studies: A Hands-On Guide, a textbook on food studies with a hands-on, experiential approach, under contract with Bloomsbury.

NEW ASFS MEMBER PUBLICATIONS

We are pleased to present this round up of publications from ASFS members. Look no further for your guide to some of the newest food studies research.



BOOKS

Janet Chrzan and John A. Brett (editors). *Research Methods for Anthropological Studies of Food and Nutrition*, Berghahn, February 2017.

Volume I | *Food Research: Nutritional Anthropology and Archaeological Methods*

Volume II | *Food Culture: Anthropology, Linguistics, and Food Studies*

Volume III | *Food Health: Nutrition, Technology, and Public Health*

Josée Johnston, Kate Cairns, and Shyon Baumann. *Introducing Sociology Using the Stuff of Everyday Life*. Routledge, 2017.

Michael Owen Jones and Lucy M. Long (editors). *Comfort Food Meanings and Memories*. University Press of Mississippi, 2017.

The volume includes articles by several ASFS members and conference attendees, notably, ASFS board members Lucy Long (Introduction; and *Comfort Food in Culinary Tourism: Negotiating "Home" in Exotic and Familiar*) and Riki Saltzman (*From Whim Whams to Spotted Dick: "Pudding, England's Universal Dish."*)

Bruce Kraig and Colleen Taylor Sen (editors). *Street Food: Everything You Need to Know About Open-Air*

Stands, Carts, and Food Trucks Across the Globe. Agate Surrey, May 9, 2017.

Laura Lindenfeld and Fabio Parasecoli. *Feasting Our Eyes: Food Films and Cultural Identity in the United States*. Columbia University Press, November 2016.

Peter Naccarato, Zachary Nowak and Elgin K. Eckert (editors.) *Representing Italy Through Food*. Bloomsbury, March 2017.

Sarah Portnoy. *Food, Health, and Culture in Latino Los Angeles*. Rowman & Littlefield Publishers, November 2016.

Claire Stewart. *As Long As We Both Shall Eat: A History of Wedding Food and Feasts*. Rowman & Littlefield, March 2017. **30% OFF through publisher with discount code RLFANDF30**

Marisa Wilson. *Postcolonialism, Indigeneity and Struggles for Food Sovereignty: Alternative Food Networks in Subaltern Spaces*. Routledge, October 2016. **20% OFF through publisher with discount code FLR40**

NEW ASFS MEMBER PUBLICATIONS continued

ARTICLES

Emily Contois. "'Lose Like a Man:' Gender and the Constraints of Self-Making in Weight Watchers Online." *Gastronomica: The Journal of Critical Food Studies* 17, no. 1 (2017): 33-43.

Emily Contois. "Healthy Food Blogs: Creating New Nutrition Knowledge at the Crossroads of Science, Foodie Lifestyle, and Gender Identities." *Yearbook of*

Women's History. Special Issue: Gendered Food Practices from Seed to Waste. 36 (2016), 129-145.

Zachary Nowak. "Something Brewing in Boston: A Study of Forward Integration in American Breweries at the Turn of the Twentieth Century." *Enterprise & Society*, 2017, 1-36.

MEMBER NEWS

Emily Contois spearheaded the launch of Food Studies at Brown University, a cross-campus initiative for the study of food and food-related topics. The 2016-2017 speaker series featured ASFS members John Lang and Charlotte Biltekoff, as well as Sidney Cheung. For more info visit: bit.ly/brownfoodstudies.

Greg de St. Maurice co-edited the summer 2017 issue of *Food, Culture, and Society* with Theresa Miller (The Smithsonian Institution) on the theme of "Less Palatable, Still Valuable: Taste, Crop Agrobiodiversity, and Culinary Heritage." His research on Kyoto's "undelicious" Shishigatani kabocha will be published in this issue, as will articles by several ASFS members, including Richard Wilk and board members Brad Jones and Maddie Chera. For the 2017 academic year, he has accepted research fellowships at the École des Hautes Études en Sciences Sociales (EHESS) in Paris and the Culinary Research Centre at the University of Toronto.

Sonia Massari will be a keynote speaker at the International Food Design and Food Studies

Conference 2017, "Experiencing food: Designing Dialogues," in Lisbon, Portugal, October 19-21. For more information, visit: experiencing-food.com.

Deanna Pucciarelli developed a TED-Ed lesson video, "The History of Chocolate." Let's help her get to 1 million views! Watch here: ed.ted.com/lessons/the-history-of-chocolate-deanna-pucciarelli.

Gloria Rodriguez directed Eat Spain Up! 2016, a cultural event that brings the food and culture of Spain to audiences across the world. Founded in 2013, the initiative has received numerous grants and awards and had previous editions in Stockholm (2014) and Oslo (2015). The 2016 edition took place in New York City and was Gloria's culminating project for her Fulbright Scholarship, awarded to pursue research in food culture communication. For more, visit: <http://www.nyu.edu/about/news-publications/news/2016/october/eat-spain-up-.html>.



Eat Spain Up - Burgos Food & Culture Session. KJCC NYU, October 27th, 2016. Photo credit: Montse Belver

ANNOUNCEMENTS

The University of Edinburgh is offering a fully funded PhD studentship in Human Geography entitled, “A Spatial History of Sugar and Health” in Greenock, Scotland.

Early submissions will be favored and the application deadline is November 1, 2017. Those interested may contact Marisa Wilson at mwilso18 [at] staffmail.ed.ac.uk and may view the project description at:

<http://www.ed.ac.uk/geosciences/postgraduate/phd/programmes-supervisors/social-sciences/phd-projects>.

ASFS members are welcome to join, explore, and contribute to H-Nutrition, H-Net's Network on nutrition, food, diet, and related fields. Launched in July 2016, H-Nutrition is intended for the growing number of scholars, teachers, documentary filmmakers, and museum and library professionals engaged with the history of nutrition in any time period or region. H-Nutrition's aim is to foster

communication within and across the otherwise unconnected fields in which history of nutrition is produced, including but not limited to: history of science, medicine, and technology; history of food and agriculture; public history; science and health policy; public health and population health sciences; food and nutrition science; food studies; gender and women's studies; and fat studies. Visit <https://networks.h-net.org/h-nutrition> to learn more.

The Consumers and Consumption section of the American Sociological Association has launched a new blog called Consume This! Each month, the blog features the work of section members, many of whom study food. Visit it here: <https://asaconsumers.wordpress.com/category/consume-this/>.

CALL FOR PAPERS

The Graduate Association for Food Studies, the official graduate student caucus of the ASFS, is pleased to announce the second annual Future of Food Studies graduate student conference.



Design by Katherine Hysmith

Building on the success of GAFS' 2015 conference—which featured 40 presenters and 100+ attendees from around the world, as well as keynotes by Fabio Parasecoli and Joyce Chaplin—the 2017 conference will feature keynote speaker Krishnendu Ray, chair of the Food Studies department at New York University and ASFS President. Additionally, a select number of

student papers presented at the conference will be considered for publication in the *Graduate Journal of Food Studies*, an open-source, peer-reviewed graduate journal publishing food-related research. Proposals for papers or full panels are welcome by the June 15, 2017 deadline. For a full CFP, preliminary conference schedule, and to submit an abstract, please visit gradfoodstudies.org/conference.

The American Studies Journal seeks papers and articles (of all lengths) for a special issue on “Food in U.S. Culture.” All articles will undergo double-blind peer review. For further information and/or to submit, contact the Guest Editor: Professor Lauren Rabinovitz, Department of American Studies, University of Iowa at [lauren-rabinovitz \[at\] uiowa.edu](mailto:lauren-rabinovitz@uiowa.edu). Deadline for submission is September 1, 2017.

Gustolab International Institute for Food Studies and Roma Tre University are pleased to announce the Call for Papers for the Seventh International Conference on Food Studies. The conference will be held from October 26-27, 2017 in Rome, Italy and provides an interdisciplinary forum for the discussion of: agricultural, environmental, nutritional, social, economic, and cultural perspectives on food. Submit a proposal at <http://food-studies.com/2017-conference>.

ANNOUNCEMENTS *continued*

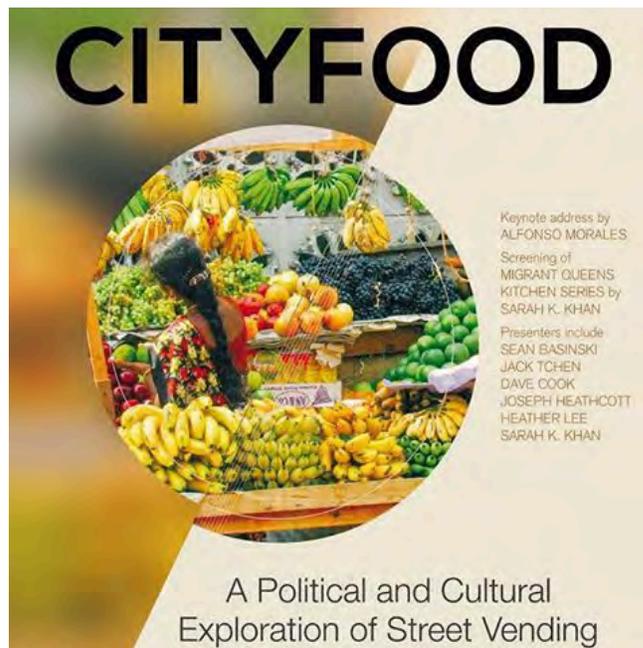
PROGRAM NEWS

New York University hosted a weeklong symposium, "CityFood: A Political and Cultural History of Street Vending in the Global City," April 3-6, 2017 in New York City. Funded by a grant from the Provost's office at New York University and in conjunction with the University of Toronto at Scarborough, the interdisciplinary project sought to reinforce the relationship between cities and street vendors, and to ensure that mobile entrepreneurs continue to thrive as vital components of our urban economies by interrogating the historical and contemporary relationship between the legal environment, livelihoods of mobile people, and the liveliness of cities. The symposium aimed to develop a more integrated network of scholars and collaborators on street food research and to establish an analytical framework where street-foodscapes become central to our understanding of cities from a socioeconomic, political, cultural and urban planning context. Over the next two years, one of the project outcomes will include a publication or collaborative website, so stay tuned.

Updates from the Indiana University Food Institute (IUFI).

This year, as the IUFI settled into its new building on campus, they launched a regular speaker series featuring talks on food and identity in the south (Dr. Gillian Richards-Greaves), the history and political economy of carp (Ph.D. candidate Ellen Ireland), the psychology of eating disorders (Dr. Katy Kopp Miller), refugees' food, cosmology, and security (Dr. Georgina Ramsay), and endocrinology and diet (Dr. Michael Wasserman). They have also worked with local NPR-affiliate, WFIU, where they have interviewed scholars for the weekly radio show and podcast *Earth Eats* with Annie Corrigan. Soon to come on the *Earth Eats* website is an audio postcard (by Leigh Bush) and blog post (by Maddie Chera) reporting on an event held at Cardinal Distillery, where master spice blender, Lior Lev Sercarz, gave industry professionals a special introduction to spice blending. The first week of April IUFI hosted Alice Waters. Leigh Bush and Maddie Chera will also present at this June's ASFS conference, sharing the story of the Indiana University Food Institute and welcome feedback from other food experts around the world.

The Food & Sustainability Studies Program at the Umbra Institute in Perugia, Italy, has added a fifth food-related course, called ESFS 350—*Water Essentials: Sustainable Use of a Limited Resource.* For more info visit: <http://www.umbra.org/academics/food-studies/>



The University of the Pacific's Master of Arts in Food Studies warmly invites all of you to attend their Saturday Seminars featuring food experts, food entrepreneurs, industry professionals, and food scholars presenting engaging, interactive talks. The Saturday Seminars are free and open to the public. For more information, email Polly Adema (padema@pacific.edu) or visit here: <http://www.pacific.edu/Academics/Schools-and-Colleges/College-of-the-Pacific/Academics/Departments-and-Programs/Food-Studies/Saturday-Seminars.html>.

The University of the Pacific's Master of Arts in Food Studies shares an ongoing call to ASFS members: if you are interested in possibly teaching a graduate-level course for the Master of Arts in Food Studies program, either in seat (in San Francisco) or online delivery, contact program director Polly Adema (padema@pacific.edu) and/or connect at the ASFS conference in June.

Gustolab International Institute for Food Studies is now accepting applications for its Summer Internship Program in Food Studies in Italy. The program runs June 24 - July 24, 2017, offering internships available in the fields of: Hospitality & Tourism, Food Events, Food Media and communication (video, photography, social media, writing, journalism), European Food Business, Food Marketing and Advertising, Food Social Entrepreneurship, Sport Management, Health, Nutrition, and many more. To request an application or to get more information, please write to info@gustolab.com.

ASFS OFFICERS

President, Krishnendu Ray, krishnendu.ray@nyu.edu

Vice-President, Greg de St. Maurice,
gregdestmaurice@gmail.com

Secretary, Beth Forrest, b_forres@culinary.edu

Treasurer, Jennifer Berg, jennifer.berg@nyu.edu

SHARE YOUR MEMBER NEWS

The ASFS Newsletter is published throughout the year. Please submit your member news, updates, and photography to Emily Contois, ASFS Newsletter Editor, at ASFSnewsletter@gmail.com.



(top) Eat Spain Up - Madrid Food and Culture Session. KJCC- NYU, October 26th 2016. Photo credit: Montse Belver.

(left) Eat Spain Up - Olive Oil Tasting. NYU kitchen, October 24th, 2016. Photo Credit: Maggie Tauranac.

(right) Eat Spain Up - Masterclass with Toño Pérez - Extremadura. ICE, 27 October, 2016. Photo credit: Pako Domínguez.