

ASSOCIATION FOR THE STUDY OF FOOD AND SOCIETY

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Photo credit: Diana Garvin & Emily Contois

LEADERSHIP MESSAGE FROM PRESIDENT, KRISHNENDU RAY

Dear Members,

As I invite you to peruse this beautifully crafted Newsletter by the newly minted Dr. Emily Contois, the cities of Mumbai, Karachi and Houston sit underwater, Hurricane Irma—which has already devastated Puerto Rico—has Florida in its bullseye, and the American President has cruelly and unnecessarily suspended DACA (Deferred Action for Childhood Arrivals) while still embroiled in the outrage at his encouragement of Neo-Nazis and White Supremacists at Charlottesville. This peculiar confluence of nature's fury, our negligent fueling of it, and terribly myopic action by rich and powerful men, has left us looking elsewhere for hope. I have tried to find some respite in the deep reading of my colleagues' work, in solidarity with local advocacy groups for refugees, and with social justice activists working on immigrant street vendor rights in NYC.

I am encouraged by the proliferation of progressive action by millions of Americans for labor rights and environmental justice. I see it every day everywhere I go. In the face of the American President's callous actions I have had to remind myself that the American food system employs about 21 million people to produce, process and sell the nation's food and fiber. Almost half the populations working that food and waste chain are immigrants, many undocumented. On the 2.2 million farms nationwide we rely upon roughly one million farm laborers, just under half of whom are undocumented. In the 1 million restaurant kitchens we rely upon about 14 million workers, perhaps 2 million of them foreign born. American agriculture, tourism, and care-giving depend on the foreign-born. There is no way to care about the food without caring about the people who produce it and clean up after us.

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In this maelstrom, what registered was the statement of the *American Historical Association in response to Charlottesville*: "President Donald Trump was correct in his tweet of August 16 [2017]: 'You can't change history, but you can learn from it.' That is a good beginning, because to learn from history, one must first learn what actually happened in the past." It then goes on to make the more subtle point:

Equally important is awareness of what we mean by 'history.' History comprises both facts and interpretations of those facts. To remove a monument, or to change the name of a school or street, is not to erase history, but rather to alter or call attention to a previous interpretation of history. A monument is not history itself; a monument commemorates an aspect of history, representing a moment in the past when a public or private decision defined who would be honored in a community's public spaces.¹

This opened the question of relationship between durable, monumental, history and the ephemeral, edible, past, and in particular, the role of cultural difference in democratic civic engagement.

It has driven me to re-read Jessica Harris, Kyla Wazana Tompkins, and Psyche Williams-Forsen to gird myself with greater historical depth at this moment of presentist know-nothing bluster and the mean-minded fury of the

¹ <https://www.historians.org/news-and-advocacy/statements-and-resolutions-of-support-and-protest/aha-statement-on-confederate-monuments>

dominant. In *Racial Indigestion* (2012) Kyla Wazana Tompkins' notes that "Not unlike the current foodie moment, and perhaps original to it, eating culture [in the 19th century United States] played a significant part in the privileging of whiteness... Such anxious girding of the boundaries of whiteness, however, could only happen where those boundaries were threatened, and it is exactly as a site of racial anxiety that eating is most productively read" (2012: 2).

That sent me on to Michael Twitty's recent *The Cooking Gene* (2017). He characterizes the Old South as the place "where we dare not talk about which came first, the African cook or the European mistress, the Native American woman or the white woodsman" (2017: xii). It is where, he reminds us sharply, "everybody has a Cherokee, a Creek, a Chickasaw, a Seminole, or a Choctaw lurking in their maternal bloodlines but nobody knows where the broad noses or big asses come from" (ibid.). It is in the untold acknowledgement of bodies, and the foods that made them, that we can still find evidence of that racialized past with acute differentials of power. "To be honest," Twitty insists, "I never hated white people for their strange relationship

to us, their colored kith and kin, but I grew up with the suspicion that they had no clue just how much of us there was in their family trees and stories and bloodlines and on their groaning tables. Maybe if they did, we would know less enmity toward one another" (2017: xiii). So there is hope. We only have to know how to find it in our bodies, in our foods, in nature, in culture, and the social organizations we build to care for the world we live in.

ASFS is one of those small but important organizations that cultivate the furrow of sustainability in the food system. Towards that I am excited about our next two annual meetings and I hope to see you there: June 14-16, 2018 at the University of Wisconsin, Madison with the theme "The Agroecological Prospect: The Politics of Integrating Food and Farming with Values and the Land." In 2019, the conference will be hosted at The University of Alaska, Anchorage, June 26-29. A theme hasn't emerged yet, but note that a "theme" does not limit papers and presentations to hew exclusively to it.

Happy reading in these trying times!

Krishnendu Ray is the Chair of the Department of Nutrition and Food Studies at NYU. Prior to that he was a faculty member at *The Culinary Institute of America*. He is the author of *The Migrant's Table* (2004), *The Ethnic Restaurateur* (2016), and the co-editor of *Curried Cultures: Globalization, Food and South Asia* (2012).



Photo credit: Jennifer Jordan

"This photo is from my time as part of the US delegation to the Slow Food Terra Madre in Turin back in September 2016. This picture was one of many I took of Italian craft breweries, many (most?) of which were brewing with hops from the Pacific Northwest."

— **Jennifer Jordan**, Professor, Sociology and Urban Studies, University of Wisconsin-Milwaukee

2017 CONFERENCE DEBRIEF FROM JOHN LANG

Thank you to all the #OxyFood17 participants and attendees for creating such a fantastic AFHVS/ASFS conference. More than 420 people attended from at least fifteen countries outside of the United States (Australia, Bangladesh, Brazil, Canada, Ecuador, Ethiopia, France, Germany, Italy, Netherlands, Singapore, Spain, Taiwan, Turkey, United Kingdom). Your fierce intellect and generosity makes these annual gatherings such memorable and treasured events.

I am particularly grateful to Anthony Chase, Mahammed al-Rawi and Kirk Johnson, and Lee Knaz for the Banned Food dinner and conversations; Sharon Cech and Rosa Romera who guided everyone through some of the community-driven food access strategies and innovative food justice initiatives in Los Angeles; Sarah Jo Portnoy and Divana Oliva who helped folks explore the diversity of Boyle Heights and explore the different forms of Mexican street food available. Finally, I'd like to offer a heartfelt thanks to Betty Fussell, Laurie Ochoa, and Jonathan Gold for their writing workshops. Those of you who were able to go on those trips and attend these events know what a wonderful job they did.

I'm thrilled we were able to host a wonderful keynote by Sharon Friel as well as a plenary panel featuring Evan Kleiman, Beshia Rodell, Joann Lo, and Diep Tran. I hope to see all of them at future conferences.

The Conferences Services Team, led by Lori Fiacco and Nicole Warner, gracefully handled countless details behind the scenes, heading off any potential problems. The entire catering and Hospitality Services team kept us well fed throughout, making it look effortless despite all of their hard work. More than one person asked how

I convinced the College to let someone other than our normal chef cook for the banquet; lucky for those of us at Oxy, the Executive Chef for the banquet, Michael "Meesh" Montygierd, is also our everyday chef.

David Kasunic and Calvin Lesko coordinated and arranged for all of the music, starting with the jazz combo (including Shawn Costantino, saxophone; Lincoln Cleary, piano; Iajhi Hampden, drums; and Nate Light, bass) at the opening reception to Telemann's Tafelmusik and Haydn's London Trios played at the banquet by a remarkable quartet of musicians (including Akiko Tarumoto, violin; Johnny Lee, violin; Gloria Lum, cello; and Arthur Omura, harpsichord) while we dined.

Countless others at Occidental, like Patty Micciche, Chris Gilman, Sasha Day, Daniel Chamberlain, Sherman York, Teresa Williams, and many more pitched in whenever and wherever I asked; they went above and beyond in making the conference a wonderful experience for everyone. I would be remiss if I did not mention the flair that Alyssa Lang at Little Utopia gave to the program and the conference swag. Similarly, I need to single out Dana Stopler who helped at every step of the process during her senior year at Oxy and stayed just long enough to make sure we all returned safely home. This conference simply would not have been possible without her boundless skill and enthusiasm.

I am happy to report that all of us have gone back to our pre-conference lives. The campus is still beautiful but I already miss having all of you here. I hope you'll visit again.



Photo credits: Ed Chamberlain (left), Emily Contois (center), Katherine Hysmith (right)

2017 ASFS PRESIDENTIAL ADDRESS

At Occidental College before a packed hall bathed in rays of California sunshine, Krishnendu Ray delivered the 2017 ASFS Presidential Address, "Uncertain Truths: On the Limits of the Critique of Globalization and the Sciences."

Ray's address asserted that as anti-globalization and anti-science rhetoric become central to right-wing agendas the study of food allows social scientists and

humanities-oriented scholars to rethink their posture towards both. After "question everything" becomes a fact-free, alt-right, call to arms, Ray argued that we are forced to learn new lessons in how radical doubt could be a socially dubious thing. He warned that we can no longer return to the metaphysical question of truth with certainty. Nevertheless, he conceded, pure criticism feels inadequate at this precarious moment.

Throughout Ray's address, conference attendees captured his provocative points in live-tweets on Twitter:



2017 ASFS AWARD WINNERS

ASFS BOOK AWARD, SINGLE AUTHOR—TIE

Camille Bégin, *Taste of the Nation: The New Deal Search for American's Food*, University of Illinois Press (2016).

Brad Weiss, *Real Pigs: Shifting Values in the Field of Local Pork*, Duke University Press (2016).

ASFS BOOK AWARD, EDITED VOLUME

Jennifer Jensen Wallach, *Dethroning the Deceitful Pork Chop: Rethinking African American Foodways from Slavery to Obama*, University of Arkansas Press (2015).

BELASCO PRIZE FOR SCHOLARLY EXCELLENCE

Audrey Russek, "Domestic Restaurants, Foreign Tongues" from *Dethroning the Deceitful Pork Chop: Rethinking African American Foodways from Slavery to Obama*, Jennifer Jensen Wallach, Ed., University of Arkansas Press, (2015).

Honorable Mention: Xaq Frohlich, "The Informational Turn in Food Politics: The US FDA's Nutrition Label as

Information Infrastructure," *Social Studies of Science* 46, no. 5 (2017): 145–171.

FOOD, CULTURE & SOCIETY ARTICLE AWARD

Susan Bridle-Fitzpatrick, "Tortillas, Pizza, and Broccoli: Social Class and Dietary Aspirations in a Mexican City" *FCS* 19:1 (2016): 93-128.

ASFS AWARD FOR FOOD STUDIES PEDAGOGY

Jonathan Deutsch, Drexel University, "Experimental Foods: Product Development"

ALEX MACINTOSH GRADUATE PRIZE

Nick Dreher, University of Oregon, "Matcha as Superfood: Cultural Colonizing through Ignoring Origins?"

BILL WHIT UNDERGRADUATE PRIZE

Rosa Celeste Shipley, Kenyon College "The Valuation of the Imagined Pastoral in *Chef's Table*"



Signs, from Slow Food Terra Madre in Turin. Photo credit: Jennifer Jordan

GRADUATE ASSOCIATION FOR FOOD STUDIES 2017 CONFERENCE UPDATE

The Graduate Association for Food Studies, the official graduate student caucus of ASFS, will host its second annual Future of Food Studies Conference at Washington University in St. Louis, October 19-21, 2017. The conference schedule includes a keynote address by Krishendu Ray, a plenary address by Alison Alkon, a field trip to Food Roof Farm, and nearly 50 presentations by graduate student researchers representing 31 different universities, 14 states, and 9 countries. Providing a model for food studies' interdisciplinarity, presenters represent 17 disciplines, including not only

food studies and gastronomy, but also American studies, history, public health, anthropology, rural sociology, public policy and planning, English, history of medicine, international relations, communications, geography, new media, urban studies and systems, cultural studies, and sustainable development.

Those interested are welcome to follow along during the conference on social media with #GAFS17.



Photo credit: Emily Contois

ANNOUNCING A NEW DOCTORATE

EMILY CONTOIS defended her dissertation, "The Dudification of Diet: Food Masculinities in Twenty-First-Century America" in American Studies at Brown University.

Abstract: This project examines previously feminized food phenomena and figures—like diet sodas, yogurts, diet books, weight loss programs, cookbooks, and food television—that were developed and marketed to men between 2000 and 2016. More than just food and weight loss companies jockeying for market share, I argue that these new food phenomena marked the beginning of a gender "crisis" and the rise of a new gender discourse—dude masculinity—which was defined, in part, by the food industry and food marketers. Dude masculinity celebrates the average guy, while remaining complicit in hegemonic masculinity's overall structure of social inequality. Employing the tools of critical discourse analysis, I draw from a diverse array of media texts and objects—advertising campaigns and marketing trade press, cookbooks, menus, men's magazines, food blogs and websites, social media platforms, newspapers, food industry reports, restaurant spaces and decor, food criticism, food company histories, and food television. My work demonstrates how dude masculinity's crystallizations of gender anxiety articulate apprehensions about not only gender performance, but also how consumption reconfigures notions of citizenship and nationhood. Dude masculinity is part of a larger American narrative, rooted in perceived social

chaos, including increasing concerns about terrorism, border control, immigration, same-sex marriage, race relations, new media, and neoliberalism. Despite decades of resistance, progress, and change toward gender equality, these recent social shifts have resulted in the reactionary shoring up of gendered categories, a complex and contradictory sociocultural process that I document in and through media representations of food and the body.

While previous scholarship has treated these areas of culture separately—and considered food and gender largely in terms of femininity, domesticity, and care work—my research synthesizes feminist studies of media, food, and the body, and applies them to masculinities in a theoretical approach that centers discussions of power. My work illuminates how intersecting ideologies of consumption and bodily surveillance define contemporary American identities and are negotiated in, through, and across media forms. Bridging theory and practice, as well as the empirical and interpretive, applications for my work include informing how advertising campaigns, food packaging design, public health programs, and weight loss studies can each identify and rewrite gender scripts to promote equality.

While on the job market this year, Emily is revising her dissertation into a book, continuing to lead Food Studies at Brown, and serving as Editor-in-Chief of the Graduate Journal of Food Studies.

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

Nathalie Cooke and **Fiona Lucas**, Eds., *Catharine Parr Traill's The Female Emigrant's Guide, Cooking with a Canadian Classic*, McGill-Queen's Press, June 2017.

Megan J. Elias, *Food on the Page: Cookbooks and American Culture*, University of Pennsylvania Press, 2017.

S. Margot Finn, *Discriminating Taste: How Class Anxiety Created the American Food Revolution*, Rutgers University Press, April 2017. **30% OFF through publisher with discount code 02AAAA16**

Carol Haddix, **Bruce Kraig**, and **Colleen Taylor Sen**, *The Chicago Food Encyclopedia*, University of Illinois Press, 2017.

Bruce Kraig, *A Rich and Fertile Land: A History of Food in America*, Reaktion Books, November 2017.

Andrew F. Smith, *Food in America: The Past, Present and Future of Food, Farming and the Family Meal*. 3 volumes: Volume 1: *Food and the Environment*; Volume 2: *Food and Health and Nutrition*; Volume 3: *Food and the Economy*, Santa Barbara: ABC-CLIO, 2017.

Michelle Szabo and **Shelley Koch**, Eds., *Food, Masculinities, and Home: Interdisciplinary Perspectives*, Bloomsbury, 2017.

Janis Thiessen, *Snacks: A Canadian Food History*, University of Manitoba Press, 2017.



Photo credits: Greg de St. Maurice



NEW ASFS MEMBER PUBLICATIONS continued

ARTICLES

Garrett Broad, "After the White House Garden: Food Justice in the Age of Trump," *Journal of Food Law & Policy* special issue, "Essays on Food Policy in the Trump Era" 13, no. 1 (2017).

Emily Contois, "Food Culture at the Margins: Two New Books on Eating Disorders," *Gastronomica: The Journal of Critical Food Studies* 17, no. 3 (2017): 104-105.

Greg de St. Maurice, "Kyoto Cuisine Gone Global," *Gastronomica: The Journal of Critical Food Studies* 17, no. 3, (2017): 36-48.
DOI: 10.1525/gfc.2017.17.3.36

Melissa Fuster and Uriyoan Colon-Ramos, "Changing Places, Changing Plates? A Binational Comparison of Barriers and Facilitators to Healthful Eating Among Central American Communities," *Journal of Immigrant and Minority Health* 19, no. 10 (2017): 1-6.

Jacob Lahne, Julia A. Wolfson, and **Amy Trubek**, "Development of the Cooking and Food Provisioning Action Scale (CAFPAS): A New Measurement Tool for Individual Cooking Practice," *Food Quality and Preference* 62 (2017): 96-105.

Eric C. Rath, "For Gluttons, Not Housewives: Japan's First Gourmet Magazine, *Kuidōraku*," in *Feeding Japan: The Cultural and Political Issues of Dependency and Risk*, ed. Andreas Niehaus and Tine Walravens, Palgrave MacMillan, 2017.

Eric C. Rath, "Historical Reflections on Culinary Globalization in East Asia," *Gastronomica: The Journal of Critical Food Studies* 17, no. 3 (2017).

Christy Spackman, "Formulating Citizenship: The Micropolitics of the Malfunctioning Functional Beverage," *BioSocieties* (2017).
<https://doi.org/10.1057/s41292-017-0051-6>.

Amy Trubek, **Maria Carabello**, C. Morgan, & **Jacob Lahne**, "Empowered to Cook: The Crucial Role of 'Food Agency' in Making Meals," *Appetite* 116 (2017): 297-305. doi:<https://doi.org/10.1016/j.appet.2017.05.017>

Julia A. Wolfson, S. Bostic, **Jacob Lahne**, C. Morgan, S. Henley, J. Harvey & **Amy Trubek**, "Moving to a Comprehensive Understanding and Assessment of Cooking," *British Food Journal* 119, no. 5 (2017): 1147-1158.



Photo credit: Katherine Hysmith

MEMBER NEWS

Megan J. Elias started this fall as Associate Professor of the Practice and Faculty Coordinator in the Gastronomy Program at Boston University.

Jacob Lahne started a new position at Virginia Tech as Assistant Professor of Food Science and Technology.

Eric Rath is this year Toyota Visiting Professor at the Center for Japanese Studies at the University of Michigan.

Stephen Wooten was awarded the Excellence in Teaching Award for Sustainability for the food studies program at the University of Oregon.

OTHER ANNOUNCEMENTS

Registration is now open for the 11th *New Zealand Symposium of Gastronomy* with the theme "Everyday" and will be held in Christchurch, November 25-26, 2017. Scholars, chefs, armchair gastronomers, and food enthusiasts are welcome to present their research, discuss their viewpoints, and be a part of what promises to be a challenging and rewarding event. This year, there will be a banquet based on *Colonial Everyday Cookery* (1907) and a Historic Workshop in which Sam and Amir, two doctoral candidates of Food Studies (and ASFS members) will lead the participants in recreating some selected recipes of Persian origin from historic Persian cookbooks, some as old as 1000 years. Register at: www.aristologist.com/registration-2017.html. For more information visit www.aristologist.com or contact this year's symposium conveners Saman Hassibi (saman.hassibi@pg.canterbury.ac.nz) and Amir Sayadabdi (amir.sayadabdi@pg.canterbury.ac.nz).

A new **European Association of Social Anthropologists Food Network** was established at the beginning of this year. It serves as a platform for food scholars and practitioners working in/on Europe. They will be organizing a cluster of panels at the EASA conference next year. For more information visit: <http://www.easaonline.org/networks/food/index.shtml>.

BLOOMSBURY FOOD LIBRARY

From Bloomsbury Digital Resources comes the **Bloomsbury Food Library**, the widest-ranging existing collection of food-related studies content for students, researchers and scholars. Content includes:

- Global coverage including Ken Albala's *Food Cultures of the World Encyclopedia* and the *Cambridge World History of Food*
- Several major reference works including Bloomsbury's *Cultural History of Food* and *Food History: Critical and Primary Sources*
- Over 60 eBooks by key authors in the field including Warren Belasco, Carol J. Adams, Anne Murcott, Rick Wilk and Fabio Parasecoli
- Image collections from leading institutions around the globe including the Metropolitan Museum of Art, USA

Recommend a free trial to your institution's library and sign up to the newsletter to receive the latest updates. www.bloomsburyfoodlibrary.com



Tajarin with ragu sauce in Bra, Italy. Photo credit: Greg de St. Maurice

ASFS OFFICERS

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

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

Secretary, Beth Forrest, beth.forrest@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.