

Fresh Food

What does “Fresh” mean to you?

What are the different aspects of “Fresh”?

What aspects of “Fresh” do you value most?

How “Fresh” is your food?

What do we most often mean by “Fresh” food:

implies that the products are generally in the same state as where they were harvested.

- **Agricultural Crops:**

- **Postharvest** – handling in the stage of crop production immediately following harvest, including cooling, cleaning, sorting and packing until the point of consumption

- **Meat Production:**

- **Post-process/Post-slaughter** – handling in the stage of production immediately following slaughter including cooling, cleaning, sorting and packing until the point of consumption

What is “Fresh”?

- Each crop or meat product, has an optimum range for storage temperature and humidity before unfit for use or consumption
- A *socially defined* descriptor to mark food that has not been processed to extend its life
 - if social, what we mean by “fresh” is always changing

What is “Fresh”?

- **What societal trends have changed how we view “freshness”?**

Social

Economic

Technological

What is “Fresh”:

Three aspects of fresh that we should consider

- **Space** – Where does your food come from?
- **Time** – How long since your food was harvested
- **Composition/Material** -- What is in your food? Chemicals? Waxes? Dirt? Bacteria?

Regulation of the labeling of food as “Fresh”:

a) The term “fresh,” when used on the label or in labeling of a *food in a manner that suggests or implies that the food is unprocessed, means that the food is in its raw state and has not been frozen or subjected to any form of thermal processing or any other form of preservation*, except as provided in paragraph (c) of this section.

(c) The following provisions and restrictions, in addition, do not preclude the food from use of the term “fresh:”

- The addition of approved waxes or coatings;
- The post-harvest use of approved pesticides;
- The application of a mild chlorine wash or mild acid wash on produce; or
- The treatment of raw foods with ionizing radiation not to exceed the maximum dose of 1 kiloGray

Regulation of “Fresh”

A food meeting the definition in paragraph (a) above that is refrigerated is not precluded from use of “fresh” as provided by this section.

(b) The terms “fresh frozen” and “frozen fresh,” when used on the label or in labeling of a food, mean that the food was quickly frozen while still fresh (i.e., the food had been recently harvested when frozen).

These rules not only cover label claims but the use of the terms in brand names and in use as a sensory modifier. A sensory modifier would be something like "smells fresh", "looks fresh", "tastes fresh" etc.

Fresh Salsa

Most salsas are cooked or heat treated and sold in jars. Is this salsa “Fresh”?

Can you find “Fresh” Salsa?

Fresh Poultry: Redefining Fresh

Prior to 1997, poultry could be sold as “fresh” even if it was frozen. However, consumer concerns about “rock” frozen poultry being sold as “fresh” led USDA to reconsider the term “fresh” as it applies to raw whole poultry and cuts of poultry.

Now, prohibit the use of the term "fresh" on the labeling of raw poultry products whose internal temperature has ever been below 26 °F.

- have ever been chilled below 26 °F, but above 0 °F, will not be required to bear any specific, descriptive labeling terms
- You just can't say it's fresh on the label.

What about time? Other factors that might concern you?

Film Questions

Cost: “Food is not cheap” -- What are the different costs of food? Where is value?

Scale: What concerns do they raise about the shift in scale toward the industrial food system?

Spatial: We have seen in class how the industrial food system re-organizes meat production or crop production, what larger argument about the spatial organization of the industrial food system does this film present?

- Or, what is the spatial relationship between meat and crop production in the industrial food system?

Labor: What labor issues does the film raise or talk about?