Today’s Opinion Poll
(as with all matters of opinion, this is up for debate!)

The best barbeque on planet Earth is….

A) Carolina (mustard and vinegar sauce, mainly for pork)
B) Memphis (tomato and vinegar, both pork and beef)
C) Kansas City (sweet tomato, the ribs are the best!)
D) Texas (sweet tomato, mostly beef)
E) Maryland pit beef (technically not barbecue, but “hon, it’s BBQ”)
F) Other---barbacoa? Mtsvadi?
Sidney Mintz

- Founder of the anthropology of food
- Famous for his book “Sweetness and Power,” on the history of sugar
- The first anthropological commodity chain study
- Fantastic chef---recipe sent to you!
- Son of ShlomoMintz, the famous “Sol Min.”
- Believes that “cooking is something we should do every day.”
What is the inside meaning of food? What is the outside meaning?

Illustrate your definitions by discussing the inside and outside meanings of Coca-Cola during World War II.
Today’s Glossary Terms

- Inside power
- Outside power
Food and Power

- Food choices are the result of more than individual preference.

- Power in a society---how a society is organized, who has power and who does not, and the power that one society has over another---also affects what we eat.

- What we eat reflects the power relations in society.

- Example: Coca-Cola
Daily life conditions of consumption

Cultural or symbolic value of a food.
  For example: Ding Dongs
  Advertising seeks to shape inside meanings
What kinds of “inside” meanings with these foods?

- Taco Bell burritos
- Betty Crocker cake mixes
- Coffee
- Wheatgrass sprouts
Inside meanings

- Occasions for daily use (meals, snacks, holidays)
- Affective (emotional) connotations
- Connections to identity
Outside meanings

- Political economy
  - Empires and Colonies
  - Wars
  - Government regulations
  - Workplaces and work rules
  - Income
  - Retail structures
Outside meanings

- The people who control commodity chains control what is available to eat.
- The ability to supply food is key to controlling a population’s dietary habits.
- People who control commodity chains often overtly attempt to control inside meanings as well.
Mintz argues that *outside meanings* determine *inside meanings*.

This means that our food “preferences” aren’t a matter of individual choice alone, but most of all, a result of the political economic structures we live in.

The power to *supply things* is a key form of social power.
Discussion

- How did *outside meanings* of Coca-Cola shape the *inside meanings* of that beverage?

- Who controls the supply chain for Coca-Cola? How did those people affect people’s ability to obtain the product?

- Do you think any of the changes that happened during WWII affect your beverage choices today?