

1

00:00:24,000 --> 00:00:27,320

The Association for the Study of Food
and Society was founded

2

00:00:27,320 --> 00:00:30,360

in 1985

to promote the interdisciplinary study

3

00:00:30,360 --> 00:00:33,960

of food and society.

As a part of its 40th anniversary,

4

00:00:34,440 --> 00:00:37,120

we wanted to chronicle the history of ASFS

5

00:00:37,120 --> 00:00:41,520

as an organization and reflect on its role
in the broader field of food studies.

6

00:00:42,040 --> 00:00:45,440

As a part of this effort,

we are conducting a series of video

7

00:00:45,440 --> 00:00:48,480

interviews with esteemed individuals
like yourself

8

00:00:49,320 --> 00:00:51,480

to gather insights about ASFS's.

9

00:00:51,480 --> 00:00:55,080

past, present, and future.

10

00:00:56,000 --> 00:00:59,360

This recording is of Doctor
Marion Nestle, Paulette Goddard

11

00:00:59,720 --> 00:01:03,720

Professor and Professor Emerita

for the Department of Nutrition

12

00:01:03,720 --> 00:01:07,920
and Food Studies at New York University's
Steinhardt School of Culture, Education

13

00:01:07,920 --> 00:01:10,880
and Human Development,
and visiting professor for the Division

14

00:01:10,880 --> 00:01:15,080
of Nutritional Sciences at Cornell
University's College of Agriculture.

15

00:01:15,720 --> 00:01:20,640
The date is Wednesday, March 2nd, 2025,
and I'm located in the Cooper Union,

16

00:01:20,640 --> 00:01:24,360
which is right around the corner from,
the Department of Food Studies and Nutrition.

17

00:01:25,480 --> 00:01:26,280
And Doctor

18

00:01:26,280 --> 00:01:29,280
Nestle is currently located in upstate
New York.

19

00:01:30,240 --> 00:01:31,680
Okay. You're going to have to change it.

20

00:01:31,680 --> 00:01:33,640
It's March 26th.

21

00:01:33,640 --> 00:01:35,440
Oh, gosh.

22

00:01:35,440 --> 00:01:36,960

Yeah. So I think I deleted

23

00:01:36,960 --> 00:01:39,960

Thank you. March 26th.

24

00:01:40,280 --> 00:01:42,000

Got to get-- you got to get the date right.

25

00:01:42,000 --> 00:01:43,000

Yes. Yeah.

26

00:01:43,000 --> 00:01:46,800

I think I tried to switch it
from 25 to 26, and I just deleted the

27

00:01:48,040 --> 00:01:50,400

the second number there.

28

00:01:50,400 --> 00:01:52,240

Thank you very much for that.

29

00:01:52,240 --> 00:01:55,240

So to begin with, we,

30

00:01:55,280 --> 00:01:58,320

we're going to start with some
autobiographical information.

31

00:02:00,680 --> 00:02:03,680

So could you begin
by introducing yourself,

32

00:02:03,760 --> 00:02:06,760

maybe with where you're from
and your educational background?

33

00:02:07,080 --> 00:02:08,720

Yeah, I'm Marion Nestle.

34

00:02:08,720 --> 00:02:12,160

I'm professor of nutrition,

35

00:02:12,160 --> 00:02:15,600

food studies and public health
at New York University

36

00:02:15,600 --> 00:02:16,400

Emerita.

37

00:02:16,400 --> 00:02:19,400

I retired in 2017.

38

00:02:20,360 --> 00:02:22,560

I was born in New York, but spent

39

00:02:22,560 --> 00:02:25,680

most of my life early life in California.

40

00:02:26,800 --> 00:02:30,640

My education
was high school in Los Angeles.

41

00:02:30,760 --> 00:02:33,760

College at Berkeley.

42

00:02:33,760 --> 00:02:37,880

I worked for a couple of years,
got married and stayed home with kids

43

00:02:37,880 --> 00:02:41,880

for a few years,
went to graduate school at Berkeley.

44

00:02:43,840 --> 00:02:46,440

Then moved to

45

00:02:46,440 --> 00:02:50,120

Boston and was a postdoctoral fellow and

46

00:02:51,000 --> 00:02:54,560

faculty member at Brandeis University
for a number of years

47

00:02:55,560 --> 00:02:58,560

and then went to the University
of California, San Francisco,

48

00:02:58,560 --> 00:03:03,000

where I was Associate Dean
and running a nutrition education program.

49

00:03:03,600 --> 00:03:07,560

Went to Washington for two years
during the Reagan administration,

50

00:03:07,840 --> 00:03:10,840

which now seems quite benign.

51

00:03:11,080 --> 00:03:14,080

And went from there to NYU,

52

00:03:14,320 --> 00:03:17,560

where I've been ever since and still am

53

00:03:18,600 --> 00:03:20,640

still hanging around.

54

00:03:20,640 --> 00:03:23,920

So that's
it sounds like a lot of ping ponging before

55

00:03:24,240 --> 00:03:26,080

Yeah.

Back and forth across country.

56

00:03:26,080 --> 00:03:27,680

Yeah.

57

00:03:27,680 --> 00:03:31,240

So would you mind talking
a little bit about NYU,

58

00:03:33,480 --> 00:03:34,200

where you've done

59

00:03:34,200 --> 00:03:37,200

most of your research and teaching?

60

00:03:37,280 --> 00:03:41,200

What, what why did you stay there or,

61

00:03:42,360 --> 00:03:43,240

Or what?

62

00:03:43,240 --> 00:03:46,240

I guess beyond bringing you
originally there,

63

00:03:46,240 --> 00:03:49,240

what made it feel like home to you?

64

00:03:49,240 --> 00:03:53,160

Well,
you know, I had a very bounced around

65

00:03:53,160 --> 00:03:56,520

career up until then, and the,

66

00:03:57,040 --> 00:04:00,720

you know,
I wrote a memoir that came out in 2022,

67

00:04:00,720 --> 00:04:04,080

and I've covered this
in great detail in the memoir.

68

00:04:05,040 --> 00:04:08,760

But basically,
the NYU job was the only job I could get.

69

00:04:09,280 --> 00:04:13,760

And I went to NYU as chair
of the Department of Home Economics.

70

00:04:14,640 --> 00:04:19,440

And by an extraordinary series
of strokes of luck,

71

00:04:19,440 --> 00:04:21,600

and I don't know how else to put it,

72

00:04:21,600 --> 00:04:24,600

I came as a full professor with tenure,

73

00:04:24,920 --> 00:04:27,960

although I had never held a tenured

74

00:04:27,960 --> 00:04:32,280

track faculty position
before then and had been fired,

75

00:04:32,320 --> 00:04:35,880

essentially fired at the University
of California, San Francisco.

76

00:04:36,240 --> 00:04:38,600

The Washington period was,

77

00:04:39,760 --> 00:04:40,640

in between,

78

00:04:40,640 --> 00:04:44,480

but I went
from being an essentially fired lecturer

79

00:04:44,480 --> 00:04:47,680
at the University of California,
San Francisco, to a full professor

80

00:04:47,680 --> 00:04:50,680
with tenure at NYU in two years,

81

00:04:50,920 --> 00:04:53,920
and that seemed like a miracle to me.

82

00:04:54,000 --> 00:04:57,000
When I came to NYU,
the department was a mess.

83

00:04:57,720 --> 00:05:00,720
It had been run by,

84

00:05:01,160 --> 00:05:04,320
somebody who had been the chair
of the department for 20 years,

85

00:05:04,320 --> 00:05:08,080
who hired her own students
as faculty members.

86

00:05:08,440 --> 00:05:12,720
There were five faculty members
and 25 separate programs,

87

00:05:13,760 --> 00:05:19,160
in home economics and another ten programs
in in nutrition or food

88

00:05:19,640 --> 00:05:22,640
food service management.

89

00:05:22,640 --> 00:05:28,640
There was a kitchen that was unbelievably

dirty and had to be cleaned.

90

00:05:28,680 --> 00:05:33,280

It was my first act
as chair was to get the kitchen clean.

91

00:05:33,640 --> 00:05:36,560

I mean, I tell this story
at great length in the memoir.

92

00:05:38,440 --> 00:05:41,440

I thought I'd died and gone to heaven.

93

00:05:41,520 --> 00:05:44,280

It was the first job I had
that was secure.

94

00:05:44,280 --> 00:05:47,280

I'd never had security in my entire life.

95

00:05:47,800 --> 00:05:51,600

When I was thinking about taking the job,
and I could see that

96

00:05:51,600 --> 00:05:55,040

it was a horrible mess
that was going to have to be cleaned up.

97

00:05:55,440 --> 00:05:58,440

And I had no idea how to go
about doing that,

98

00:05:58,880 --> 00:06:01,440

I contacted my former therapist

99

00:06:01,440 --> 00:06:04,680

in California and said, what do I do?

100

00:06:04,720 --> 00:06:07,120

And she said, you know,
you've never had security before.

101

00:06:07,120 --> 00:06:10,120
You should try it. You might like it.

102

00:06:10,680 --> 00:06:13,680
And if you don't like the job,
you can always get another one.

103

00:06:13,840 --> 00:06:15,840
Seemed like really good advice.

104

00:06:15,840 --> 00:06:20,760
Well, it turned out to be terrific
because NYU was extraordinarily

105

00:06:20,880 --> 00:06:26,040
entrepreneurial, and I turn out to have
a entrepreneurial bent.

106

00:06:26,240 --> 00:06:28,720
Who would have guessed? Yeah.

107

00:06:29,760 --> 00:06:32,520
And it was, you know, I,

108

00:06:32,520 --> 00:06:35,760
my approach to dealing with the department

109

00:06:36,040 --> 00:06:39,040
was to do the easy stuff first

110

00:06:39,360 --> 00:06:44,400
and, you know, get the easy stuff done
and then start working on the harder ones.

111

00:06:44,400 --> 00:06:47,480
And, the situation became

112
00:06:47,480 --> 00:06:51,360
forced after I'd been there 5 or 6 years

113
00:06:51,400 --> 00:06:54,680
when the department was teaching

114
00:06:54,680 --> 00:06:57,680
a food service management program.

115
00:06:58,040 --> 00:07:01,040
It was actually teaching
a hotel management program

116
00:07:01,080 --> 00:07:04,080
under the guise of food
service management.

117
00:07:04,640 --> 00:07:07,640
And that's a very,

118
00:07:08,880 --> 00:07:12,840
vulnerable thing to do in a university.

119
00:07:12,840 --> 00:07:15,920
To be not having a license

120
00:07:15,920 --> 00:07:19,840
to teach what you're teaching puts
you at a,

121
00:07:20,160 --> 00:07:23,160
in a enormously vulnerable situation.

122
00:07:23,680 --> 00:07:27,160
And in this particular situation,
the university had decided

123

00:07:27,160 --> 00:07:31,400
it was going to have a hotel school
and that the hotel school

124
00:07:31,400 --> 00:07:35,000
was going to be part
of the continuing education

125
00:07:36,480 --> 00:07:37,560
school.

126
00:07:37,560 --> 00:07:41,720
And they
wanted all of the hotel management content

127
00:07:42,720 --> 00:07:45,720
and took it from out of our department.

128
00:07:45,720 --> 00:07:49,800
And when the dean at the time
who was there, Marcus

129
00:07:50,880 --> 00:07:52,760
called me in to say,

130
00:07:52,760 --> 00:07:56,280
you don't have any choice about this,
and I don't have any choice about this.

131
00:07:56,440 --> 00:07:57,920
This is going to happen.

132
00:07:57,920 --> 00:07:59,880
How do you feel about it?

133
00:07:59,880 --> 00:08:02,600
I said, it depends on what I get.

134
00:08:02,600 --> 00:08:04,200

And she said, what do you want?

135

00:08:04,200 --> 00:08:06,720

And I said, I want food studies.

136

00:08:06,720 --> 00:08:13,080

And you know, to this day I can't really explain where that came from.

137

00:08:13,120 --> 00:08:16,240

I mean, I had been hanging around with a group

138

00:08:16,240 --> 00:08:20,160

that was running fabulous meetings all over the world,

139

00:08:20,520 --> 00:08:23,760

bringing together chefs and academics

140

00:08:23,760 --> 00:08:27,480

and food writers, a few academics like me.

141

00:08:27,480 --> 00:08:30,840

And I was meeting a lot of people who were interested in food in a way

142

00:08:30,840 --> 00:08:34,320

that I didn't know anything about, and they were telling me

143

00:08:34,320 --> 00:08:37,320

they wanted to know about the history and culture of food.

144

00:08:37,320 --> 00:08:39,120

They wanted to know where food came from.

145

00:08:39,120 --> 00:08:41,960

They wanted to know what the history was.

146

00:08:41,960 --> 00:08:45,360

They wanted to know why
one culture used one diet and one culture.

147

00:08:45,360 --> 00:08:47,720

I mean, they wanted to know
all that stuff.

148

00:08:47,720 --> 00:08:50,280

They wanted to know about food.

149

00:08:50,280 --> 00:08:54,000

And so it was there, but it just appeared.

150

00:08:54,000 --> 00:08:57,600

I didn't even know
I was thinking about it in that way.

151

00:08:58,080 --> 00:08:59,200

And I had,

152

00:09:00,600 --> 00:09:03,400

the other
coincidence was I had Clark Wolfe,

153

00:09:03,400 --> 00:09:07,200

who was a food
consultant in New York at the time,

154

00:09:08,120 --> 00:09:11,920

and he had said to me
one day, I'd really like

155

00:09:11,920 --> 00:09:15,320

to help you with your department,
but there's a barrier.

156

00:09:15,920 --> 00:09:17,600
And I said, what's the barrier?

157
00:09:17,600 --> 00:09:21,480
And he named a faculty member
who was the absolute bane

158
00:09:21,480 --> 00:09:24,480
of my existence,

159
00:09:24,560 --> 00:09:27,960
and he was the first person

160
00:09:28,560 --> 00:09:31,280
in the years I had been at NYU

161
00:09:31,280 --> 00:09:35,760
that had ever said anything about her
in that way,

162
00:09:36,480 --> 00:09:39,480
nobody had ever, ever said,

163
00:09:40,640 --> 00:09:42,440
she's a problem.

164
00:09:42,440 --> 00:09:45,440
I mean, and boy, was she ever.

165
00:09:46,200 --> 00:09:50,600
And so I said, you know, I thought,

166
00:09:50,600 --> 00:09:55,000
this is the first time anybody has ever
said anything to me about this.

167
00:09:55,000 --> 00:09:56,960
I need help with this.

168
00:09:56,960 --> 00:09:59,640
And he said, I can help you with this.

169
00:09:59,640 --> 00:10:02,400
I said, how can you help
me? And he said, watch me.

170
00:10:03,360 --> 00:10:04,000
And he's

171
00:10:04,000 --> 00:10:07,000
an interesting
guy because he's still doing

172
00:10:07,000 --> 00:10:10,440
He's the guy who's running the programs
at the fails.

173
00:10:10,680 --> 00:10:16,400
The critical topic series, and
he does them exactly the way he wants to.

174
00:10:16,520 --> 00:10:22,200
He takes no input to speak of. Everything
that he has always done

175
00:10:22,200 --> 00:10:23,800
he does completely on his own.

176
00:10:23,800 --> 00:10:26,800
He doesn't want to be told how to do it.

177
00:10:27,000 --> 00:10:30,400
And I learned pretty early on that
it comes out okay,

178
00:10:30,400 --> 00:10:33,400
and it's one less thing
for me to worry about.

179

00:10:33,600 --> 00:10:35,800

So, I let him do it.

180

00:10:35,800 --> 00:10:41,920

And the first thing he did was to appoint
a very high level advisory committee.

181

00:10:43,000 --> 00:10:47,160

And the and the advisory
committee were the, you know, the heads

182

00:10:47,160 --> 00:10:52,680

of the main food organizations, magazines,
newspapers, writers in New York.

183

00:10:52,680 --> 00:10:55,680

I mean, they were
isn't it a very impressive group.

184

00:10:55,920 --> 00:10:59,200

And they met and looked at the curriculum

185

00:10:59,200 --> 00:11:02,200

that we had,
and they said, you need more food in it.

186

00:11:02,360 --> 00:11:04,040

There's not enough food. Food it up.

187

00:11:05,640 --> 00:11:08,040

So, that's what we did.

188

00:11:08,040 --> 00:11:09,840

It was enormously helpful.

189

00:11:09,840 --> 00:11:14,520

And it went from theory to, state

190

00:11:14,520 --> 00:11:18,240
approval in nine months,
which is record breaking.

191

00:11:19,280 --> 00:11:20,760
So we wrote a proposal.

192

00:11:20,760 --> 00:11:22,680
It went through all of the things.

193

00:11:22,680 --> 00:11:25,560
The hardest thing to get it through
was the department.

194

00:11:25,560 --> 00:11:28,560
They were quite resistant.

195

00:11:28,920 --> 00:11:31,800
And then Clark had a really close

196

00:11:31,800 --> 00:11:34,840
personal friend with Marion Burroughs

197

00:11:34,840 --> 00:11:37,840
on the New York Times food section,

198

00:11:38,000 --> 00:11:41,120
and he told her about what we were doing.

199

00:11:41,120 --> 00:11:44,120
And she said, if you give me an exclusive,
I'll write about it.

200

00:11:45,040 --> 00:11:49,520
So she wrote about it,
and that was in, June

201

00:11:49,520 --> 00:11:53,760

or July 1996, the middle of the summer.

202

00:11:54,600 --> 00:11:58,200

We had people in our class that afternoon

203

00:11:58,680 --> 00:12:03,760

holding up this clipping and saying,
I've waited all my life for this program.

204

00:12:04,920 --> 00:12:07,520

And that's we had a class in the fall,

205

00:12:07,520 --> 00:12:12,360

you know, another incredible miracle,
because how are we going

206

00:12:12,360 --> 00:12:13,320

to recruit a class?

207

00:12:13,320 --> 00:12:16,680

I mean, we'd been
we were recruiting faculty.

208

00:12:16,680 --> 00:12:18,720

That was a separate issue.

209

00:12:18,720 --> 00:12:21,360

And we were lucky enough
to get Amy Bentley.

210

00:12:21,360 --> 00:12:24,360

I mean, that was a huge stroke of luck.

211

00:12:24,520 --> 00:12:26,520

Another one.

212

00:12:26,520 --> 00:12:28,000

And then we were off and running.

213

00:12:28,000 --> 00:12:31,520

It was kind of awful in the beginning,
but it got much better very quickly.

214

00:12:32,240 --> 00:12:35,040

You know, and I we did, I did what the,
I didn't know anything

215

00:12:35,040 --> 00:12:38,040

I did what the advisory
committee told me to.

216

00:12:38,040 --> 00:12:40,320

They just said,
this is what we want to hire.

217

00:12:40,320 --> 00:12:44,120

We want to hire people who know
food history, who know food quality,

218

00:12:44,160 --> 00:12:47,160

who can identify ingredients,

219

00:12:47,240 --> 00:12:49,560

who understand cultural issues.

220

00:12:49,560 --> 00:12:51,240

I mean, we could do that.

221

00:12:52,280 --> 00:12:54,600

And we did,

222

00:12:54,600 --> 00:12:57,920

what we didn't realize
was that we were starting a movement.

223

00:12:58,120 --> 00:12:58,560

224

00:12:58,560 --> 00:13:00,280
I mean, we didn't really realize that.

225
00:13:00,280 --> 00:13:03,720
But, you know, now there are programs.
ASFS lists

226
00:13:03,720 --> 00:13:06,720
what, 70 programs or something like that.

227
00:13:07,000 --> 00:13:09,840
You know.

228
00:13:09,840 --> 00:13:12,240
That and I know
their list is a little out of date

229
00:13:12,240 --> 00:13:15,240
because I personally have been trying
to work on it a little bit, but

230
00:13:15,480 --> 00:13:16,800
Yeah, definitely.

231
00:13:16,800 --> 00:13:19,800
Well, programs are being closed
and everybody's worried about it.

232
00:13:19,880 --> 00:13:24,360
I would say that's- I will say that
there's a question near the end of

233
00:13:24,720 --> 00:13:27,480
my list here
where, I wanted to ask you about that,

234
00:13:27,480 --> 00:13:30,800
but if it's okay before that,
I just wanted to,

235

00:13:32,080 --> 00:13:33,640
ask one clarification.

236

00:13:33,640 --> 00:13:38,800
At the, beginning of that answer,
you said that you were, with a group.

237

00:13:39,600 --> 00:13:42,120
Was that the old? Oldways.

238

00:13:42,120 --> 00:13:42,400
Yeah.

239

00:13:42,400 --> 00:13:45,400
Oldways Preservation & Exchange Trust.

240

00:13:45,840 --> 00:13:48,720
A group in Boston that,

241

00:13:50,360 --> 00:13:52,680
was that had grown out of the

242

00:13:52,680 --> 00:13:55,680
American Institute of Wine and Food.

243

00:13:56,720 --> 00:13:59,760
And people had left the American Institute

244

00:13:59,760 --> 00:14:02,840
of Wine and Food and founded Oldways.

245

00:14:02,840 --> 00:14:06,840
There were three people who had done
that, Dun Gifford, Nancy Jenkins,

246

00:14:07,200 --> 00:14:10,200
and Greg Drescher.

247
00:14:10,800 --> 00:14:13,800
And they started this Oldways thing.
I had

248
00:14:14,520 --> 00:14:18,160
I went to a meeting of it,
I don't know, I hit it off

249
00:14:18,160 --> 00:14:22,400
with the people who were there,
who I respected a lot.

250
00:14:22,400 --> 00:14:25,920
And the, and then I started
going to their meetings,

251
00:14:25,920 --> 00:14:28,920
and that lasted for about five years.

252
00:14:30,920 --> 00:14:33,680
And then ended right
about the time that we started

253
00:14:33,680 --> 00:14:37,560
food studies, the that honeymoon was over.

254
00:14:38,280 --> 00:14:41,280
You know, they were industry funded
and it was difficult.

255
00:14:41,960 --> 00:14:45,240
So. Yeah, that's

256
00:14:45,440 --> 00:14:48,720
actually,
one of the questions that I had was,

257
00:14:49,160 --> 00:14:52,680
you know,

looking up, looking up that period,

258

00:14:54,520 --> 00:14:56,720
the food studies program started in '96,

259

00:14:56,720 --> 00:15:02,040
I think you said, the Journal
for the Study of Food and Society,

260

00:15:02,040 --> 00:15:05,680
now, FCS started in 1996, I believe Boston

261

00:15:05,680 --> 00:15:08,680
University's
gastronomy program started in 1996.

262

00:15:08,880 --> 00:15:11,640
No, the gastronomy program
was there earlier.

263

00:15:11,640 --> 00:15:12,800
Oh, okay.

264

00:15:12,800 --> 00:15:15,160
Yeah, they were they were the first.

265

00:15:15,160 --> 00:15:17,200
They were the first.

266

00:15:17,200 --> 00:15:19,920
But I know there was a joint ASFS

267

00:15:19,920 --> 00:15:23,160
AFHVS conference that happened in 1996.

268

00:15:23,160 --> 00:15:26,640
And essentially I'm, I'm curious
what was happening in 1995

269

00:15:27,120 --> 00:15:32,160

or more seriously, in
why do you think, that period, the

270

00:15:33,360 --> 00:15:36,760

maybe mid-1980s to the 90s,

271

00:15:37,640 --> 00:15:40,360

was so important for,

272

00:15:40,360 --> 00:15:44,640

creating food studies
and this movement that you mentioned.

273

00:15:45,360 --> 00:15:49,080

Well, as I said, ours
was I saw it as a fluke.

274

00:15:49,880 --> 00:15:52,080

It was just because the,

275

00:15:52,080 --> 00:15:55,800

the hotel programs had brought
\$1 million in tuition

276

00:15:56,200 --> 00:15:59,720

into the department,
and that was being taken away from us.

277

00:16:00,800 --> 00:16:01,400

And the

278

00:16:01,400 --> 00:16:04,680

question
was, how are we going to replace that?

279

00:16:05,240 --> 00:16:08,880

And what were they going
to give us in return?

280

00:16:08,880 --> 00:16:13,480

And the essentially,
the School of Continuing

281

00:16:13,480 --> 00:16:18,720

Education
bought the programs for \$350,000,

282

00:16:19,000 --> 00:16:22,800

and every penny of that money
went to redo the kitchen.

283

00:16:24,560 --> 00:16:28,680

And the kitchen is now
the big issue for the department is

284

00:16:28,680 --> 00:16:32,040

that kitchen is now 30 years old and needs

285

00:16:32,400 --> 00:16:35,400

and needs a revision.

286

00:16:35,480 --> 00:16:38,760

So but that was it felt to me,
it felt like a fluke,

287

00:16:38,880 --> 00:16:43,360

you know, it was just this thing
that seemed like it was a to me.

288

00:16:43,360 --> 00:16:45,440

It just seemed like it was the right time.

289

00:16:45,440 --> 00:16:48,240

There was a lot of stuff
happening around food.

290

00:16:48,240 --> 00:16:50,320

People were really interested in it.

291

00:16:50,320 --> 00:16:52,440

The gastronomy program had started.

292

00:16:52,440 --> 00:16:53,920

That was Julia Child's

293

00:16:54,960 --> 00:16:56,040

impetus, and I think

294

00:16:56,040 --> 00:16:59,040

she invested in it and Jacques Pépin.

295

00:16:59,200 --> 00:17:00,840

It was it was still there.

296

00:17:00,840 --> 00:17:03,760

Radcliffe had a program
that was doing something.

297

00:17:03,760 --> 00:17:07,000

Schlesinger Library was collecting things.

298

00:17:07,160 --> 00:17:12,320

I mean, there was a lot going on,
but none of it was codified.

299

00:17:12,320 --> 00:17:16,440

And I didn't think
that gastronomy would work at NYU.

300

00:17:16,760 --> 00:17:19,720

I thought studies would work at NYU,

301

00:17:19,720 --> 00:17:23,760

because there's so many other programs
that were studies, you know,

302

00:17:23,880 --> 00:17:27,400
that had the word studies in them,
that it would it would work.

303

00:17:29,400 --> 00:17:31,640
I remember a dinner party

304

00:17:31,640 --> 00:17:34,640
where I was seated next to the provost.

305

00:17:34,680 --> 00:17:38,240
I can't remember his name,
but he was that theoretical mathematician

306

00:17:38,800 --> 00:17:41,320
who was provost for a long time.

307

00:17:41,320 --> 00:17:44,320
And he just said, I don't understand,

308

00:17:44,400 --> 00:17:47,760
why would anybody want to study food?

309

00:17:50,200 --> 00:17:52,560
And, you know, I was pretty good at it.

310

00:17:52,560 --> 00:17:56,080
And I talked about, you know, it's
\$1 trillion a year industry.

311

00:17:56,080 --> 00:18:01,320
It's, you know, there are a billion people
in the world who don't have enough of it,

312

00:18:01,320 --> 00:18:05,800
and there are 2 billion who are overweight
and or eat the wrong food.

313

00:18:05,800 --> 00:18:08,800
And I got nowhere with him.

314
00:18:08,960 --> 00:18:11,880
He just thought it was quotidian
and silly.

315
00:18:11,880 --> 00:18:13,560
Why would anybody do that?

316
00:18:13,560 --> 00:18:16,920
But lots of other people
thought it was a very good thing to do.

317
00:18:17,920 --> 00:18:20,920
And there's a great deal
of scholarship around it now.

318
00:18:21,040 --> 00:18:22,840
There was scholarship around it then.

319
00:18:22,840 --> 00:18:25,840
It was just very isolated and not,

320
00:18:26,760 --> 00:18:29,760
you know, there's very famous scholarship,

321
00:18:30,480 --> 00:18:33,480
Levi-Strauss and that kind of thing.

322
00:18:34,560 --> 00:18:38,160
But so,
you know, the idea that you were training

323
00:18:38,160 --> 00:18:41,840
food studies scholars
seemed perfectly reasonable to me.

324
00:18:42,040 --> 00:18:44,640

We had a doctoral program
right from the beginning too

325

00:18:44,640 --> 00:18:48,520
that was interesting, too,
because we told our doctoral students

326

00:18:49,200 --> 00:18:52,080
that they should, under no circumstances,

327

00:18:52,080 --> 00:18:55,320
do this if they wanted academic jobs,

328

00:18:56,280 --> 00:18:58,600
because
they would never get an academic job

329

00:18:58,600 --> 00:19:02,640
with a degree in food studies,
because universities are siloed

330

00:19:03,320 --> 00:19:08,080
and there were no other food
studies programs for them to teach in.

331

00:19:08,080 --> 00:19:11,800
And so if they had academic ambitions,
they better do something else.

332

00:19:12,120 --> 00:19:15,600
They all have academic jobs,
every one of them,

333

00:19:16,080 --> 00:19:18,960
you know, and some of them at some pretty

334

00:19:18,960 --> 00:19:21,520
at some pretty prestigious places.

335

00:19:21,520 --> 00:19:24,760
You know, we have a student,
a former doctoral student at Yale

336
00:19:25,120 --> 00:19:26,640
One in Texas.

337
00:19:26,640 --> 00:19:29,280
We've got one.
And I mean, they're all over the place.

338
00:19:29,280 --> 00:19:32,600
And, Notre
Dame one at Notre Dame and he,

339
00:19:34,160 --> 00:19:38,000
they, and that's
because there's so much interest in food

340
00:19:38,480 --> 00:19:42,600
and in a sense, there's
so much interest in interest in food.

341
00:19:42,600 --> 00:19:45,600
And it's in every department

342
00:19:45,720 --> 00:19:49,560
that food studies
is no longer necessary in a way.

343
00:19:49,560 --> 00:19:52,560
And that may be part of what's happening.

344
00:19:53,120 --> 00:19:55,120
Because when we started,

345
00:19:56,400 --> 00:19:56,880
I mean, I

346

00:19:56,880 --> 00:19:59,880
remember we had, we had
we ran a colloquium,

347
00:20:00,920 --> 00:20:04,320
called Feast and Famine,
which were still running, sort of.

348
00:20:04,320 --> 00:20:10,400
But at the beginning it was really it was
faculty members and doctoral students

349
00:20:11,160 --> 00:20:18,080
from universities all over the northeast
who were working on food projects.

350
00:20:18,120 --> 00:20:21,320
And we had this collection
of anthropologists, students,

351
00:20:22,200 --> 00:20:26,960
who would come to these things and cry
because their departments

352
00:20:26,960 --> 00:20:29,960
were so uninterested
in what they were doing.

353
00:20:31,040 --> 00:20:34,680
And we had faculty from Yale,

354
00:20:34,680 --> 00:20:40,000
from Penn, from Connecticut,
from just all over the place

355
00:20:40,280 --> 00:20:43,840
because their departments
were so uninterested

356
00:20:45,200 --> 00:20:46,680

that they were working on food.

357

00:20:46,680 --> 00:20:49,560

That's not true anymore.

358

00:20:49,560 --> 00:20:52,040

You know, that's just absolutely not true.

359

00:20:52,040 --> 00:20:57,920

So our food studies doctoral students
got snapped up by traditional

360

00:20:57,920 --> 00:21:01,800

academic departments because they wanted
somebody who knew something about food.

361

00:21:02,680 --> 00:21:04,000

You know, it's why I'm a,

362

00:21:04,960 --> 00:21:06,880

you know, I have a,

363

00:21:06,880 --> 00:21:11,720

a courtesy appointment
in food sociology and sociology at NYU

364

00:21:12,120 --> 00:21:13,160

because at one point,

365

00:21:13,160 --> 00:21:15,560

they thought that they would have students
interested in food.

366

00:21:15,560 --> 00:21:19,840

That turned out not to be true, but,
you know, and Marie Bragg,

367

00:21:19,840 --> 00:21:24,640

who is in the medical

school, has a has acquired

368

00:21:24,640 --> 00:21:29,880
a list of faculty who were doing
research on food issues at NYU.

369

00:21:29,880 --> 00:21:32,880
There are 120 faculty.

370

00:21:33,120 --> 00:21:36,120
You know, this is a serious business.

371

00:21:36,520 --> 00:21:40,920
But food studies was a
haven for these people,

372

00:21:41,600 --> 00:21:44,640
to meet
and to get support from the faculty.

373

00:21:45,000 --> 00:21:49,000
And we were lucky enough to be able
to recruit first rate faculty.

374

00:21:49,000 --> 00:21:53,400
I mean, Krishnendu Ray,
Amy Bentley and Fabio Parasecoli,

375

00:21:53,520 --> 00:21:56,520
you know, they're pretty incredible.

376

00:21:56,960 --> 00:22:00,520
And, you know, Carolyn
Dimitri's a terrific economist

377

00:22:00,520 --> 00:22:01,680
who's doing this kind of thing.

378

00:22:01,680 --> 00:22:05,680

I mean, it's really been
very, very exciting to watch,

379

00:22:06,760 --> 00:22:09,760

and, you
know where it goes, I have no idea.

380

00:22:10,080 --> 00:22:14,880

But it seems to me that the
the issue has been won.

381

00:22:14,880 --> 00:22:17,880

It's a clear win.

382

00:22:18,080 --> 00:22:21,080

You know,
if if these departments are hiring

383

00:22:21,080 --> 00:22:24,080

food studies graduates, it's it's a win.

384

00:22:24,880 --> 00:22:27,880

So I feel pretty good about it.

385

00:22:29,560 --> 00:22:32,040

I should say that the first ASFS
meeting

386

00:22:32,040 --> 00:22:35,040

that I went to was probably in 1990.

387

00:22:35,480 --> 00:22:38,480

I was I was trying to remember,

388

00:22:38,760 --> 00:22:40,680

I was in Washington at the time

389

00:22:40,680 --> 00:22:43,800

working on the Surgeon General's report,

and I gave a talk.

390

00:22:44,000 --> 00:22:47,720

Somebody invited me to give a talk
on the Surgeon General's a talk, and

391

00:22:48,080 --> 00:22:51,520

I don't remember much about it
except thinking it was really interesting,

392

00:22:52,560 --> 00:22:53,640

that they were there.

393

00:22:53,640 --> 00:22:57,200

And I remember
I met Janet Poppendieck at that meeting.

394

00:22:58,760 --> 00:23:00,160

You know, whose

395

00:23:00,160 --> 00:23:03,160

work I admire extravagantly.

396

00:23:04,080 --> 00:23:07,560

And the, you know, and then we hosted

397

00:23:08,480 --> 00:23:11,160

the meeting twice.

398

00:23:11,160 --> 00:23:12,440

The annual meeting.

399

00:23:12,440 --> 00:23:16,440

I mean, one of the things
that always confused me about ASFS is

400

00:23:16,440 --> 00:23:20,800

that I could never tell the difference
between it and the

401

00:23:20,840 --> 00:23:24,960
and Agriculture and Human Values,
the overlap,

402

00:23:25,160 --> 00:23:28,520
I mean, maybe they started out
production and consumption,

403

00:23:28,520 --> 00:23:34,080
but now the overlap is so great
that it's hard to tell the difference.

404

00:23:34,080 --> 00:23:36,040
They're both great organizations.

405

00:23:36,040 --> 00:23:39,000
I had never joined Agriculture
and Human Values.

406

00:23:39,000 --> 00:23:41,840
I've been thinking of doing that.

407

00:23:41,840 --> 00:23:44,200
I don't know why.

408

00:23:44,200 --> 00:23:45,480
Well.

409

00:23:45,480 --> 00:23:46,240
I mean, doing

410

00:23:46,240 --> 00:23:49,600
doing some background research
on, the two organizations.

411

00:23:49,600 --> 00:23:53,520
It seemed like the early members,
there's a lot of overlap back then.

412

00:23:53,600 --> 00:23:55,400

There's a lot of overlap. Right.

413

00:23:56,760 --> 00:23:58,080

But I I'm curious.

414

00:23:58,080 --> 00:24:01,360

I mean, I mean, so, Yvonne Vissing,

415

00:24:02,600 --> 00:24:05,160

I think about ten years ago
wrote in a newsletter

416

00:24:05,160 --> 00:24:09,720

about how ASFS started at her
kitchen table, and kind of.

417

00:24:09,720 --> 00:24:10,960

Recounts this
Who did this?

418

00:24:10,960 --> 00:24:13,960

I'm sorry I missed it. Yvonne Vissing.

419

00:24:14,560 --> 00:24:17,560

I don't know who she is.
And,

420

00:24:18,400 --> 00:24:20,760

recounts this story, and,

421

00:24:20,760 --> 00:24:24,280

and kind of talks about a lot of different
early actors in ASFS.

422

00:24:24,600 --> 00:24:27,360

And I noticed there were

423

00:24:27,360 --> 00:24:30,360

there are quite

a few medical sociologists,

424

00:24:31,240 --> 00:24:33,880

nutritional, nutritional sociologists,

425

00:24:33,880 --> 00:24:37,880

medical anthropologists, stuff

like that. And,

426

00:24:39,960 --> 00:24:42,960

I, I was wondering

427

00:24:43,200 --> 00:24:46,560

I was wondering what you thought

about, kind of the,

428

00:24:47,520 --> 00:24:51,480

evolution of food studies

or the evolution of ASFS.

429

00:24:51,560 --> 00:24:54,960

I guess I should say beginning

in kind of

430

00:24:54,960 --> 00:24:59,080

maybe a a space that was oriented

431

00:24:59,080 --> 00:25:02,080

towards the humanities and social sciences

432

00:25:02,080 --> 00:25:07,160

perspective of food

related sciences versus,

433

00:25:07,440 --> 00:25:11,680

kind of what it has become,

which is, seems more generalized.

434

00:25:13,920 --> 00:25:16,440

I mean, I know, I know, you have said,

435

00:25:16,440 --> 00:25:20,160

you know, food study

food systems is it's all encompassing.

436

00:25:20,160 --> 00:25:23,160

But I'm curious,

as someone who has a science background,

437

00:25:24,320 --> 00:25:27,320

your thoughts about that,

if there's anything,

438

00:25:28,240 --> 00:25:29,920

anything particular

439

00:25:29,920 --> 00:25:33,720

about the creation of ASFS or food studies?

440

00:25:35,000 --> 00:25:38,000

And it originating from the sciences,

441

00:25:38,880 --> 00:25:41,760

or if that's coincidence or what?

442

00:25:41,760 --> 00:25:44,480

Yeah,

I actually don't know that much about it.

443

00:25:44,480 --> 00:25:50,080

The my impression was that food that ASFS

444

00:25:50,080 --> 00:25:53,400

was on the culture side and acting

445

00:25:53,400 --> 00:25:56,400
human values was on the production side,

446
00:25:56,480 --> 00:25:59,480
excuse me,
with an enormous amount of overlap.

447
00:26:00,680 --> 00:26:04,360
And, you know, the there were nutrition

448
00:26:04,360 --> 00:26:08,400
people in ASFS,
but it was not a nutrition meeting.

449
00:26:08,400 --> 00:26:11,400
Nutrition nutritionists or in

450
00:26:12,280 --> 00:26:14,600
the Academy of Nutrition and Dietetics

451
00:26:14,600 --> 00:26:18,000
or American Public Health Association or,

452
00:26:19,240 --> 00:26:20,480
you know, the Association,

453
00:26:20,480 --> 00:26:23,480
the American Society for Nutrition,

454
00:26:23,480 --> 00:26:26,840
those are the main places for nutrition.

455
00:26:27,480 --> 00:26:30,240
Nutrition Education and Behavior was

456
00:26:30,240 --> 00:26:35,240
is probably the organization
that's closest to ASFS.

457

00:26:35,280 --> 00:26:38,280

And there's there was some overlap,

458

00:26:38,360 --> 00:26:41,360

but the people that I knew in

459

00:26:42,680 --> 00:26:47,200

Nutrition Education

and Behavior were in Ag and Human Values.

460

00:26:47,200 --> 00:26:51,080

They weren't in ASFS

I'm thinking of Joan Gussow and,

461

00:26:52,280 --> 00:26:56,320

Jennifer Wilkins and people

who were interested in and Kate Clancy,

462

00:26:56,320 --> 00:27:00,920

who were interested on the nutritionists

who were interested in production

463

00:27:01,240 --> 00:27:04,920

and kind of caught on to the importance
of production way

464

00:27:04,920 --> 00:27:07,920

before anybody else.

465

00:27:08,200 --> 00:27:09,960

So I don't really know.

466

00:27:09,960 --> 00:27:13,920

I mean, I'm

the critical nutrition theory people,

467

00:27:15,040 --> 00:27:18,560

in ASFS that seem new to me,

468
00:27:19,680 --> 00:27:22,800
that that's,
you know, that's a bunch that sort of

469
00:27:22,800 --> 00:27:26,080
got in there
and that was their organization.

470
00:27:26,560 --> 00:27:28,520
But I really didn't
have much to do with it.

471
00:27:28,520 --> 00:27:30,720
I didn't go to the meetings very often.

472
00:27:32,000 --> 00:27:32,800
I mean, I,

473
00:27:32,800 --> 00:27:35,560
I can probably maybe five meetings

474
00:27:35,560 --> 00:27:39,000
over the course of all of those years.

475
00:27:39,000 --> 00:27:44,120
I went to one in, Wisconsin
once and got food poisoning.

476
00:27:44,120 --> 00:27:46,640
I remember that one.

477
00:27:46,640 --> 00:27:49,640
And then the two that we hosted,

478
00:27:50,360 --> 00:27:55,040
I certainly was very involved
in, I never ran for office.

479

00:27:55,040 --> 00:28:00,480
I was never in any committees, you
know, I was busy chairing my department.

480
00:28:00,480 --> 00:28:04,880
And when that ended,
I was busy writing books.

481
00:28:04,880 --> 00:28:07,240
I don't know, I'm not.

482
00:28:07,240 --> 00:28:08,960
I just wasn't involved in it.

483
00:28:08,960 --> 00:28:12,080
So I don't know a whole lot about it. The,

484
00:28:14,160 --> 00:28:18,000
you know, I mean, I can certainly remember
things that happened at those meetings

485
00:28:18,280 --> 00:28:22,560
and I gave talks at some of them,
but not very many.

486
00:28:23,080 --> 00:28:27,160
So I'm not sure I'm the best person
to interview about ASFS.

487
00:28:28,240 --> 00:28:31,240
Except that

488
00:28:31,560 --> 00:28:35,120
I thought I should have belonged to both,
because my interests are

489
00:28:35,240 --> 00:28:38,640
If you're interested in food systems,
you need to be involved in both.

490

00:28:39,640 --> 00:28:43,720

And I would say my trajectory
was to go from nutrients

491

00:28:43,720 --> 00:28:46,640

to food to diets to systems.

492

00:28:46,640 --> 00:28:51,240

If there was a trajectory, you know,
I mean, I didn't really get the whole

493

00:28:51,240 --> 00:28:54,960

agriculture business for a long time,
but once I got it, I got it.

494

00:28:58,480 --> 00:29:00,840

Yeah, that that makes a lot of sense.

495

00:29:00,840 --> 00:29:03,840

I, I think I,

496

00:29:04,440 --> 00:29:05,840

I'm just because

497

00:29:05,840 --> 00:29:08,920

I know you've done a lot of, work
as a scientist.

498

00:29:08,920 --> 00:29:12,840

You published, you know, specialist papers
and stuff like that.

499

00:29:12,840 --> 00:29:15,240

But I think a lot of- Not for a long time.

500

00:29:15,240 --> 00:29:18,960

Not not for a while,
but but a lot of a lot of your more widely

501

00:29:18,960 --> 00:29:22,360
read stuff, obviously,
is, is kind of more popular focus.

502

00:29:22,360 --> 00:29:25,560
There's kind of a translational
aspect to it. And,

503

00:29:26,680 --> 00:29:29,680
Well see NYU made that possible.

504

00:29:30,520 --> 00:29:32,640
You know, I mean, one of the big questions

505

00:29:32,640 --> 00:29:36,680
I had when I came to NYU was,

506

00:29:36,680 --> 00:29:40,800
how am I going to model for faculty
in a department

507

00:29:40,800 --> 00:29:44,520
that doesn't have laboratories
in which nobody is doing research

508

00:29:44,520 --> 00:29:47,520
because nobody was doing
research or publishing?

509

00:29:48,480 --> 00:29:51,320
How am I going to model how you publish?

510

00:29:51,320 --> 00:29:54,320
And I hit on,

511

00:29:54,360 --> 00:29:57,360
this kind of humanities.

512

00:29:57,360 --> 00:30:00,920
I mean, I figured out that humanities
were the way to go in this,

513
00:30:01,200 --> 00:30:04,200
and that food studies was a cover

514
00:30:04,440 --> 00:30:08,800
for doing the kind of writing
that I wanted to do,

515
00:30:09,360 --> 00:30:13,440
which I would say is heavily referenced.

516
00:30:13,440 --> 00:30:16,880
Position polemics, heavily
reference polemics.

517
00:30:16,880 --> 00:30:19,520
That's what I write.

518
00:30:19,520 --> 00:30:23,400
That that was that worked at NYU

519
00:30:23,400 --> 00:30:26,400
wouldn't have worked in many,
many other institutions.

520
00:30:27,200 --> 00:30:32,160
And NYU provided a base
for doing the kind of work

521
00:30:32,160 --> 00:30:37,080
I wanted to do and giving
and getting credit for it,

522
00:30:37,680 --> 00:30:41,120
you know, and they think what I did,
as far as I could tell,

523

00:30:41,120 --> 00:30:42,800
they think what I do is great.

524

00:30:44,080 --> 00:30:44,560
I mean, it

525

00:30:44,560 --> 00:30:47,560
turned out to be the perfect place.

526

00:30:47,760 --> 00:30:49,440
Nobody ever complained.

527

00:30:49,440 --> 00:30:52,240
Nobody ever said, oh,
we wish you would stop

528

00:30:52,240 --> 00:30:55,240
criticizing the food industry
so we could take money from them.

529

00:30:55,320 --> 00:30:58,320
Nobody ever said that.

530

00:30:58,640 --> 00:30:59,640
You know.

531

00:30:59,640 --> 00:31:00,120
It helps

532

00:31:00,120 --> 00:31:01,480
it's not a land grant university.

533

00:31:01,480 --> 00:31:04,480
Yeah. Oh, boy does it ever.

534

00:31:04,960 --> 00:31:05,400
Yeah.

535

00:31:05,400 --> 00:31:10,960

I mean, and actually, when I first
came to NYU, when it was still a mess,

536

00:31:12,200 --> 00:31:17,280

it was filled with first rate faculty who

537

00:31:18,360 --> 00:31:20,400

had escaped from

538

00:31:20,400 --> 00:31:23,400

much, much more prestigious places

539

00:31:24,040 --> 00:31:26,880

and thought that this was just a haven.

540

00:31:26,880 --> 00:31:28,320

I'm not the only one.

541

00:31:28,320 --> 00:31:31,880

A lot of them came
and went to more prestigious places.

542

00:31:32,240 --> 00:31:36,120

I stayed in part
because I never got another job offer,

543

00:31:36,120 --> 00:31:37,760

but also because I just love it.

544

00:31:38,880 --> 00:31:40,960

You know, I it's it's a company.

545

00:31:40,960 --> 00:31:42,840

It's a company town.

546

00:31:42,840 --> 00:31:45,840

I had a job and I had a place to live,

547

00:31:45,920 --> 00:31:48,320
you know, that I could afford.

548

00:31:48,320 --> 00:31:49,560
It was pretty good.

549

00:31:49,560 --> 00:31:52,840
And it was in New York, which is really
where I really wanted to be.

550

00:31:57,000 --> 00:31:59,000
That's never a that's never a bad thing.

551

00:31:59,000 --> 00:31:59,720
I think it's.

552

00:31:59,720 --> 00:32:01,280
Never a bad thing.

553

00:32:01,280 --> 00:32:03,520
No, I'm a happy camper at NYU.

554

00:32:03,520 --> 00:32:05,960
I really am. So.

555

00:32:05,960 --> 00:32:10,120
And I'm still hanging around,
you know, I kept my office, which is nice.

556

00:32:10,360 --> 00:32:12,200
I use it.

557

00:32:12,200 --> 00:32:16,080
I've seen, I think the last time I saw it,
there were a lot of cereal boxes there.

558

00:32:16,080 --> 00:32:17,520

I'm not sure if they're all still there.

559

00:32:17,520 --> 00:32:20,520

There are 300 in the office.

560

00:32:22,720 --> 00:32:23,000

There are

561

00:32:23,000 --> 00:32:28,000

now, I've taken them out of,
taken them out of the file cabinet,

562

00:32:28,000 --> 00:32:31,680

and they're now organized in
boxes and being photographed.

563

00:32:33,240 --> 00:32:34,880

And, you know, the big shock

564

00:32:34,880 --> 00:32:39,760

was the Pollock collection,
which I knew absolutely nothing about.

565

00:32:39,960 --> 00:32:43,200

I was completely shocked
when Charlotte told me about it.

566

00:32:44,240 --> 00:32:46,440

You know, he's got 300, you know,

567

00:32:46,440 --> 00:32:49,440

300 cereal boxes in the library.

568

00:32:50,400 --> 00:32:51,520

I had no idea.

569

00:32:51,520 --> 00:32:53,400

You had no idea?

570

00:32:53,400 --> 00:32:58,080

No. Well, they're off site like everything else is, but, they're being photographed.

571

00:32:58,080 --> 00:33:00,280

They're being scanned this week.

572

00:33:00,280 --> 00:33:05,040

They're not the whole thing,
but the five that I wanted for this book,

573

00:33:06,000 --> 00:33:10,000

that's the next book
project is the cereal box project.

574

00:33:10,320 --> 00:33:12,960

So it's,

575

00:33:12,960 --> 00:33:15,840

coming along quite well, actually.

576

00:33:15,840 --> 00:33:17,880

Specifically boxes or.

577

00:33:17,880 --> 00:33:21,720

No, it's a history of food and nutrition
labeling policy,

578

00:33:23,280 --> 00:33:26,280

using cereal boxes as illustrations.

579

00:33:26,440 --> 00:33:29,720

It's University of California Press,
and they'll let us have

580

00:33:29,720 --> 00:33:32,720

40, 40 boxes.

581

00:33:32,720 --> 00:33:34,480
It's going to be very hard to choose.

582
00:33:36,880 --> 00:33:38,320
But they're fabulous.

583
00:33:38,320 --> 00:33:40,320
Cereal boxes are fabulous.

584
00:33:40,320 --> 00:33:44,760
It's a it's a
a deep deconstruction of cereal boxes

585
00:33:45,120 --> 00:33:48,880
every single element of the cereal
box is described.

586
00:33:48,880 --> 00:33:52,440
I have a coauthor
who is a former vice president of Kellogg

587
00:33:52,960 --> 00:33:56,880
and left
without signing a nondisclosure agreement.

588
00:33:58,240 --> 00:34:01,880
So and we are having a wonderful time
on this book.

589
00:34:03,160 --> 00:34:04,960
We really are.

590
00:34:04,960 --> 00:34:07,400
Yeah. Sorry. Go ahead.

591
00:34:07,400 --> 00:34:07,800
Yeah.

592
00:34:07,800 --> 00:34:10,800

No, it's just the boxes are fun.

593

00:34:11,160 --> 00:34:14,200

I well,
and I feel like that's a perfect example.

594

00:34:14,200 --> 00:34:17,200

I guess I'm, I'm curious.

595

00:34:17,760 --> 00:34:20,040

I mean, you know,

596

00:34:20,040 --> 00:34:23,400

as you said, it's
it's it's a book going to be a book

597

00:34:23,400 --> 00:34:26,920

about cereal boxes, but
it's not just about cereal boxes, right?

598

00:34:26,920 --> 00:34:29,280

Like you said, it's about labeling.

599

00:34:29,280 --> 00:34:30,200

And and oh.

600

00:34:30,200 --> 00:34:36,000

It's labeling, health claims,
trends in society, cultural issues.

601

00:34:36,000 --> 00:34:40,680

I've just finished
writing the section on marketing to Blacks

602

00:34:42,000 --> 00:34:43,440

where there's a

603

00:34:43,440 --> 00:34:46,440

you know, there's a history in literature

604

00:34:46,680 --> 00:34:49,040
on on marketing to Blacks.

605

00:34:49,040 --> 00:34:54,040
And, the astounding thing about it,
I mean, there

606

00:34:54,080 --> 00:34:59,000
there are two things cereal companies
market to Blacks as, demographic,

607

00:34:59,480 --> 00:35:04,080
but they also use Blacks in marketing
to the mass audience

608

00:35:04,440 --> 00:35:07,440
because of the cultural cachet

609

00:35:08,080 --> 00:35:11,080
that Black celebrities have.

610

00:35:11,160 --> 00:35:13,280
So I think the, the box

611

00:35:13,280 --> 00:35:16,840
that we've chosen to illustrate
that is one

612

00:35:16,840 --> 00:35:21,360
that's in the Pollock collection
in the library, and it's the Negro League.

613

00:35:22,680 --> 00:35:26,520
So it's a Wheaties box
that features the Negro League.

614

00:35:27,480 --> 00:35:30,840
And the box is 1996,

615

00:35:31,560 --> 00:35:36,120
the Negro League
flourished from 1920 to 1950.

616

00:35:38,200 --> 00:35:42,120
So, they were a little late
in getting in doing that.

617

00:35:42,440 --> 00:35:46,800
The first black woman
to appear on a cereal box

618

00:35:46,800 --> 00:35:51,480
was Althea Gibson, 50 years
after she won the French Open.

619

00:35:53,040 --> 00:35:54,720
So, that's the

620

00:35:54,720 --> 00:35:59,520
kind of thing that's, you know,
that's one small section of this book,

621

00:36:00,120 --> 00:36:03,360
but it's that kind of thing
that comes through out it.

622

00:36:03,360 --> 00:36:06,960
So, in a sense,
there's a cultural history involved here.

623

00:36:06,960 --> 00:36:11,960
Also, I think it's going to be a
really good book and it won't be too long.

624

00:36:13,040 --> 00:36:16,000
It's and it'll be gorgeously illustrated.

625

00:36:16,000 --> 00:36:18,080
They've promised us color illustrations.

626
00:36:18,080 --> 00:36:22,400
I don't know how they're going to do that,
but we'll see.

627
00:36:23,920 --> 00:36:25,000
Anyway.

628
00:36:25,000 --> 00:36:26,320
It'll be good.

629
00:36:26,320 --> 00:36:28,000
I'm sure we'll get it for our library
here.

630
00:36:28,000 --> 00:36:31,000
I'm sure you certainly will.

631
00:36:31,760 --> 00:36:33,800
I, I guess I'm just curious if

632
00:36:33,800 --> 00:36:37,600
you see, I like I, I, I'm curious
if you see a connection

633
00:36:37,600 --> 00:36:40,920
between what you're describing,
you're doing and kind of

634
00:36:40,920 --> 00:36:43,920
the entire discipline of food studies.

635
00:36:43,920 --> 00:36:45,200
Well, sure. Yeah.

636
00:36:45,200 --> 00:36:47,120
How else could I do it? Yeah.

637

00:36:47,120 --> 00:36:50,040

I mean, I've already described it
as a cover

638

00:36:50,040 --> 00:36:53,120

for the kind of work that I want to do.

639

00:36:53,280 --> 00:36:57,200

And of course, the department
produced practicing

640

00:36:57,200 --> 00:37:01,360

food studies as a frank, open, explicit

641

00:37:01,920 --> 00:37:04,440

discussion of exactly how

642

00:37:04,440 --> 00:37:07,360

those of us who were in the department

643

00:37:07,360 --> 00:37:10,440

see the department as providing a home.

644

00:37:10,440 --> 00:37:15,480

Maybe a home is a better word,
a home for the kind of work we want to do

645

00:37:15,840 --> 00:37:20,520

with arguments among the faculty
members in the book about,

646

00:37:21,560 --> 00:37:22,760

what it means

647

00:37:22,760 --> 00:37:26,600

and, you know, my
my colleagues are much more- you know

648
00:37:26,640 --> 00:37:28,240
I'm trained in science.

649
00:37:28,240 --> 00:37:30,120
We don't do theory.

650
00:37:30,120 --> 00:37:32,880
And the, the,

651
00:37:32,880 --> 00:37:38,040
and they're very interested
in the theories, the the sociological

652
00:37:38,040 --> 00:37:41,920
and the historical and the whatever
theories that that do this.

653
00:37:41,920 --> 00:37:43,360
That's not me.

654
00:37:43,360 --> 00:37:44,440
I don't do that.

655
00:37:44,440 --> 00:37:47,800
And, you know, I mean,
one of the things that Krishnendu Ray

656
00:37:47,840 --> 00:37:51,400
is always complaining about
is that when I,

657
00:37:52,040 --> 00:37:56,640
when food studies happened
and I catalyzed food studies,

658
00:37:56,880 --> 00:37:59,920
I did not have a
theoretical vision for it.

659

00:38:00,760 --> 00:38:02,880

I didn't

660

00:38:02,880 --> 00:38:05,240

I wouldn't have even known what

661

00:38:05,240 --> 00:38:08,040

what that meant at the time

662

00:38:08,040 --> 00:38:11,040

and the, and yet,

663

00:38:11,680 --> 00:38:15,360

you know, I mean, I had a pretty good idea
of what I wanted to do.

664

00:38:15,360 --> 00:38:21,240

I wanted absolutely rigorous
training in food, history,

665

00:38:21,240 --> 00:38:24,240

food sociology, food ethics,

666

00:38:24,240 --> 00:38:27,200

food whatever contemporary issues.

667

00:38:27,200 --> 00:38:30,720

I wanted students reading the major

668

00:38:31,880 --> 00:38:35,320

books in the field or what seemed like that

669

00:38:35,320 --> 00:38:39,640

I mean, that was another interesting
story, was we tried to develop a canon.

670

00:38:41,080 --> 00:38:42,840

We didn't get very far.

671

00:38:42,840 --> 00:38:45,800

The only book that everybody agreed on
was Sidney

672

00:38:45,800 --> 00:38:48,800

Mintz's Sweetness and Power.

673

00:38:49,200 --> 00:38:52,080

And I taught a class
with Sidney Mintz once.

674

00:38:52,080 --> 00:38:55,040

That was a wonderful,
wonderful experience.

675

00:38:55,040 --> 00:38:58,080

He was in his 80s and the

676

00:38:58,080 --> 00:39:02,520

And we went to Puerto Rico and taught
a course in Puerto Rico where he had done,

677

00:39:03,040 --> 00:39:05,720

you know,
his doctoral work in anthropology.

678

00:39:05,720 --> 00:39:08,720

It was really a fantastic experience.

679

00:39:09,600 --> 00:39:13,080

I thought those students were so lucky
and I thought I was so lucky,

680

00:39:13,560 --> 00:39:16,560

but, the

681

00:39:16,640 --> 00:39:20,120

Oh, so, you know,

I think you I'm interested, you know,

682

00:39:20,120 --> 00:39:23,800

because I come from this tradition,
I'm interested in rigorous academics.

683

00:39:25,080 --> 00:39:26,160

You know, how can we

684

00:39:26,160 --> 00:39:29,160

do really first rate scholarship,

685

00:39:30,080 --> 00:39:33,160

and do the kind of work
that we want to do?

686

00:39:33,160 --> 00:39:38,000

And mine always has a polemic piece to it.

687

00:39:38,560 --> 00:39:42,560

How can I do that
rigorously enough to get away with it?

688

00:39:44,040 --> 00:39:46,280

And I think that happened.

689

00:39:46,280 --> 00:39:49,560

And NYU provided a platform for that.

690

00:39:49,800 --> 00:39:52,800

Food studies provided a platform for that.

691

00:39:52,880 --> 00:39:56,360

I can't imagine any other university

692

00:39:56,360 --> 00:39:59,360

where I could have done that
and gotten away with it,

693

00:40:00,600 --> 00:40:00,960
you know?

694

00:40:00,960 --> 00:40:03,960
And so that when I keep talking

695

00:40:03,960 --> 00:40:06,960
about strokes of luck,

696

00:40:07,200 --> 00:40:10,200
you know, and as I said, I went to
NYU, was chair of a

697

00:40:10,680 --> 00:40:15,240
of a very,
very old and decrepit department of

698

00:40:15,640 --> 00:40:18,640
and neglected Department of Home
economics,

699

00:40:19,320 --> 00:40:24,080
in which 25 of the 35 home
economics programs had to be closed.

700

00:40:25,920 --> 00:40:27,520
I mean, it was just really

701

00:40:27,520 --> 00:40:30,520
it was a mess.

702

00:40:32,240 --> 00:40:34,440
It's better now.

703

00:40:34,440 --> 00:40:35,800
Quite a bit better.

704

00:40:35,800 --> 00:40:39,000

Although classes
to Puerto Rico with Sidney Mintz.

705

00:40:39,000 --> 00:40:40,680
I don't think that's-

706

00:40:40,680 --> 00:40:43,680
Pretty hard to beat that. Yeah.

707

00:40:44,040 --> 00:40:47,040
And there were two,
two kind of questions

708

00:40:47,240 --> 00:40:50,240
I, I hope I had about,

709

00:40:50,520 --> 00:40:52,880
that last answer and one of them

710

00:40:52,880 --> 00:40:55,880
is I'm curious if you think,

711

00:40:56,160 --> 00:40:59,840
I'm curious about this idea
about a cannon if.

712

00:41:00,160 --> 00:41:04,200
Well, A if you think that answer
is still the same.

713

00:41:04,200 --> 00:41:08,920
If if Sydney Mintz's work is still
the same, has the same ubiquity as it did,

714

00:41:11,080 --> 00:41:16,160
and, I guess I'm also curious about where-

715

00:41:17,480 --> 00:41:18,920
Well, I'll stop there.

716

00:41:18,920 --> 00:41:20,000

Let me just ask that question. Yeah.

717

00:41:20,000 --> 00:41:22,000

I mean, the cannon issue.

718

00:41:22,000 --> 00:41:25,800

I thought we should have worked
much harder on that.

719

00:41:26,720 --> 00:41:29,960

And I think at one point we sent a-

720

00:41:29,960 --> 00:41:34,120

Or maybe it was
at that point we sent around,

721

00:41:35,200 --> 00:41:37,160

queries to everybody we

722

00:41:37,160 --> 00:41:40,960

knew who was writing about food issues.

723

00:41:40,960 --> 00:41:42,000

There weren't that many.

724

00:41:42,000 --> 00:41:46,320

It was pretty small group at that time.
And asked them what books they thought

725

00:41:46,320 --> 00:41:50,400

should be on, and everybody listed
that. Everybody would still list that book

726

00:41:50,720 --> 00:41:53,760

because he was really the first

727

00:41:54,240 --> 00:41:57,560
to use food, in this case, sugar,

728
00:41:58,040 --> 00:42:01,520
as a way to talk about
what he really wanted to talk about,

729
00:42:01,520 --> 00:42:04,680
which was slavery and colonialism

730
00:42:04,960 --> 00:42:07,960
and those kinds of issues.

731
00:42:08,040 --> 00:42:10,040
Using Puerto Rico

732
00:42:10,040 --> 00:42:13,360
as his base of thinking,
because he had done

733
00:42:13,360 --> 00:42:16,840
his anthropological field work
as a doctoral student

734
00:42:17,160 --> 00:42:20,640
with cane cutters in, in Puerto Rico.

735
00:42:22,160 --> 00:42:25,120
And had a lot to say about that.

736
00:42:25,120 --> 00:42:29,320
And so it was, you know,
the way we describe it is you use

737
00:42:29,320 --> 00:42:34,760
food is a lens in which to analyze
important problems of society.

738
00:42:34,760 --> 00:42:36,160

I think that's still true.

739

00:42:37,440 --> 00:42:41,800

I use food as a way to look at capitalism.

740

00:42:42,480 --> 00:42:45,480

You know, if I think if I stand back
and think about it

741

00:42:45,720 --> 00:42:49,440

because you can't talk about capitalism,
but you could talk about food,

742

00:42:51,120 --> 00:42:53,320

and actually,
now you can talk about capitalism.

743

00:42:53,320 --> 00:42:54,880

Everybody gets it these days.

744

00:42:54,880 --> 00:42:57,880

They didn't when I started out.

745

00:42:58,080 --> 00:43:00,560

But the so

746

00:43:00,560 --> 00:43:02,400

so I think that works.

747

00:43:02,400 --> 00:43:05,400

But there,

748

00:43:05,520 --> 00:43:07,920

because there are so many books

749

00:43:07,920 --> 00:43:10,680

and because so many people
who are teaching

750
00:43:10,680 --> 00:43:15,960
food courses have written their own books,
any time you choose one person's book

751
00:43:15,960 --> 00:43:19,720
and not another,
you're offending somebody.

752
00:43:19,960 --> 00:43:25,800
So, I think it's a social I think it's
socially impossible to develop a canon.

753
00:43:25,800 --> 00:43:28,880
I mean, I have books
that I think are canonical.

754
00:43:29,280 --> 00:43:32,280
I would say that Janet Poppendieck

755
00:43:32,880 --> 00:43:35,880
book about, oh, I'm going to

756
00:43:36,000 --> 00:43:40,280
not remember her title at this point,
but her one about food banks

757
00:43:41,440 --> 00:43:42,520
is, a

758
00:43:42,520 --> 00:43:45,520
canonical book
that absolutely everybody should read.

759
00:43:45,840 --> 00:43:47,520
It was written 20 years ago.

760
00:43:47,520 --> 00:43:50,400
It could have been written today.

761

00:43:50,400 --> 00:43:53,400

The same issues are there.

762

00:43:53,720 --> 00:43:56,560

And and there are other books
that, you know,

763

00:43:56,560 --> 00:44:00,240

you just read them and you think, boy,
these are groundbreaking.

764

00:44:00,240 --> 00:44:04,080

And I'd like to think that food politics
should be in the canon,

765

00:44:04,400 --> 00:44:06,960

but everybody thinks their books
should be in the canon.

766

00:44:06,960 --> 00:44:09,960

So there you go.

767

00:44:10,080 --> 00:44:11,760

You know,

768

00:44:11,760 --> 00:44:12,520

I don't know.

769

00:44:12,520 --> 00:44:16,240

I mean, I it's there's a big argument

770

00:44:16,240 --> 00:44:19,240

in the field about what food studies is.

771

00:44:19,560 --> 00:44:22,560

It's going through a bit of a crisis
right now.

772

00:44:24,360 --> 00:44:27,120
That seems okay to me.

773
00:44:27,120 --> 00:44:28,760
Figure it out.

774
00:44:28,760 --> 00:44:32,040
And the,
you know, and whatever happens, happens.

775
00:44:32,040 --> 00:44:35,760
I think whatever it was,
whatever does happen,

776
00:44:35,760 --> 00:44:40,120
I feel pretty good about what we started
and what we've continued.

777
00:44:40,120 --> 00:44:42,880
I think the our program is really strong.

778
00:44:44,320 --> 00:44:47,320
We expect a lot from students.

779
00:44:47,800 --> 00:44:50,600
The students from produce a lot.

780
00:44:50,600 --> 00:44:51,840
They seem to like it.

781
00:44:51,840 --> 00:44:53,360
They get jobs.

782
00:44:53,360 --> 00:44:56,360
I don't know, it's working.

783
00:44:56,640 --> 00:44:58,720
Seems to be,

784

00:44:58,720 --> 00:45:01,320
seems to be working 30 years later.

785

00:45:01,320 --> 00:45:03,440
And you know what happens in the future?

786

00:45:03,440 --> 00:45:07,800
Everybody's fussing about,
but it's not mine to fuss about.

787

00:45:07,800 --> 00:45:10,040
I'm retired.

788

00:45:10,040 --> 00:45:13,040
I have to keep reminding myself I'm retired.

789

00:45:15,600 --> 00:45:18,520
I'm I'm I,

790

00:45:18,520 --> 00:45:22,520
I actually just had, lunch
with Amy Bentley a few days ago,

791

00:45:22,520 --> 00:45:26,160
and we were this idea of canon came up,
and we were talking about

792

00:45:27,000 --> 00:45:29,400
canon today.

793

00:45:29,400 --> 00:45:32,160
And, one of the things

794

00:45:32,160 --> 00:45:35,160
we were talking about is,

795

00:45:35,880 --> 00:45:36,960
kind of popular canon

796

00:45:36,960 --> 00:45:39,960
versus scholarly cannon, and,

797

00:45:40,520 --> 00:45:43,520
essentially my I've always thought about,

798

00:45:43,920 --> 00:45:46,920
The Omnivore's Dilemma as canonical.

799

00:45:48,960 --> 00:45:50,600
But of course,

800

00:45:50,600 --> 00:45:53,600
in, in terms of academic food studies,

801

00:45:53,800 --> 00:45:57,640
well, sorry, this is the long introduction
to to asking you a question about,

802

00:45:59,640 --> 00:46:02,200
do you, do you think that

803

00:46:02,200 --> 00:46:05,200
food studies

804

00:46:05,360 --> 00:46:08,080
way of of being in dialogue

805

00:46:08,080 --> 00:46:11,480
with both academic and popular work

806

00:46:11,720 --> 00:46:14,720
both like thinking,

807

00:46:16,960 --> 00:46:17,240
you know,

808
00:46:17,240 --> 00:46:21,600
utilizing things that aren't necessarily
scholarly as evidence

809
00:46:21,600 --> 00:46:25,200
or being in dialogue with them,
reading them, but also producing them

810
00:46:25,320 --> 00:46:28,320
A lot of food scholar
a lot of people in food studies

811
00:46:28,600 --> 00:46:32,920
aren't necessarily, traditional scholars
and don't don't produce

812
00:46:33,000 --> 00:46:34,440
traditional scholarly work.

813
00:46:34,440 --> 00:46:37,440
Do you think that that there's
something fundamental,

814
00:46:37,800 --> 00:46:41,720
about food studies
in particular that, creates

815
00:46:41,720 --> 00:46:44,720
that or produces that?

816
00:46:50,880 --> 00:46:53,160
I'm trying to think if that happens
in other fields.

817
00:46:53,160 --> 00:46:54,720
I think it does.

818
00:46:54,720 --> 00:46:57,720
I think it happens in lots of fields.

819

00:46:58,080 --> 00:47:01,080

There are a lot of independent scholars

820

00:47:01,800 --> 00:47:04,400

in food studies,
which are kind of in between.

821

00:47:04,400 --> 00:47:09,480

I'm thinking of Anne Mendelson,
who writes very academic books that,

822

00:47:10,320 --> 00:47:15,360

and yet does not have s
university affiliation that I'm aware of.

823

00:47:16,880 --> 00:47:19,880

That and, and there are other people who-

824

00:47:22,080 --> 00:47:22,400

Yeah.

825

00:47:22,400 --> 00:47:24,600

I was at a,

826

00:47:24,600 --> 00:47:27,600

Well you've made me think of the culinary
historians

827

00:47:27,960 --> 00:47:30,600

of New York,

828

00:47:30,600 --> 00:47:32,240

where the

829

00:47:32,240 --> 00:47:36,280

there are lots of people who are
who are members

830
00:47:36,280 --> 00:47:41,040
of the culinary historians who are doing
lots of different kinds of work.

831
00:47:41,320 --> 00:47:45,960
Some of it, excuse me,
some of it more scholarly than others.

832
00:47:46,400 --> 00:47:49,440
And at the last meeting I went to,

833
00:47:51,480 --> 00:47:53,480
I happened to be sitting
in the back of the room

834
00:47:53,480 --> 00:47:56,760
surrounded by Anne Mendelson
and a couple of other

835
00:47:56,760 --> 00:47:59,760
people, Steve Schwartz
and a couple of other people,

836
00:48:00,480 --> 00:48:04,320
who were horrified at the speaker

837
00:48:04,920 --> 00:48:08,720
because the speaker
was not sufficiently academic.

838
00:48:09,600 --> 00:48:13,640
And in fact,
the general feeling of the mumbling

839
00:48:13,640 --> 00:48:18,800
from behind me was, she didn't understand
what she was talking.

840
00:48:18,800 --> 00:48:21,480

She didn't know, anything
about what she was talking about.

841

00:48:21,480 --> 00:48:24,240
So, there's a fair amount of rigor

842

00:48:24,240 --> 00:48:29,320
among a large number of people
who are writing

843

00:48:29,320 --> 00:48:33,520
encyclopedias,
who are, doing a lot of encyclopedia.

844

00:48:33,520 --> 00:48:33,840
I mean

845

00:48:33,840 --> 00:48:37,240
that was one of the things that happened
during this period was the number

846

00:48:37,440 --> 00:48:42,120
the proliferation of food encyclopedias
was breathtaking.

847

00:48:42,960 --> 00:48:45,960
You know, I've got shelves full of them.

848

00:48:46,080 --> 00:48:50,600
And it wasn't just the Oxford one,
which is this quirky thing

849

00:48:50,600 --> 00:48:54,600
done by one person, mainly by one person,
but it was others

850

00:48:54,760 --> 00:48:59,320
multi authored volumes that were
there were several volumes.

851

00:48:59,640 --> 00:49:02,640

I've got 5 or 6 sets of those

852

00:49:03,000 --> 00:49:06,560

that came out in the 90s or early 2000.

853

00:49:08,040 --> 00:49:10,880

So the range is from

854

00:49:10,880 --> 00:49:14,320

totally popular,
but I wouldn't necessarily

855

00:49:14,320 --> 00:49:17,320

consider those

856

00:49:17,720 --> 00:49:20,720

food studies books necessarily.

857

00:49:21,120 --> 00:49:25,440

To attempts to try to make sense out of

858

00:49:26,200 --> 00:49:29,200

what's going on with food.

859

00:49:29,520 --> 00:49:31,400

You know,

I mean, we have a doctoral student

860

00:49:31,400 --> 00:49:36,080

who's doing a dissertation on poetry,
food poetry,

861

00:49:36,960 --> 00:49:40,720

you know,

I mean, that's that seems scholarly to me.

862

00:49:42,960 --> 00:49:45,160

And the

863

00:49:45,160 --> 00:49:48,640

so I like it.

That it's all over the place.

864

00:49:49,680 --> 00:49:52,320

I like it that,

865

00:49:52,320 --> 00:49:56,400

you know, I like even though it's

not something I particularly believe in.

866

00:49:56,680 --> 00:50:00,320

I'm glad critical nutrition theory
is there,

867

00:50:01,920 --> 00:50:03,680

you know, even though it's totally

868

00:50:03,680 --> 00:50:06,880

not my thing, I'm glad it's there.

869

00:50:07,560 --> 00:50:09,720

It's interesting.

870

00:50:09,720 --> 00:50:12,720

It's worth thinking about.

871

00:50:12,760 --> 00:50:15,680

And a lot of the things that people

872

00:50:15,680 --> 00:50:19,320

are thinking about

are things that I would think about.

873

00:50:19,960 --> 00:50:22,200

That seems okay to me.

874

00:50:22,200 --> 00:50:23,680

That seems better than okay.

875

00:50:25,040 --> 00:50:25,360

You know,

876

00:50:25,360 --> 00:50:29,320

it's one of the things that makes food studies interesting. It's one of the things

877

00:50:29,320 --> 00:50:32,480

that makes the ASFS meetings interesting is

878

00:50:32,480 --> 00:50:35,480

they're all over the place.

879

00:50:36,240 --> 00:50:37,160

You know, I mean, the

880

00:50:37,160 --> 00:50:41,160

the range of topics is extraordinary.

881

00:50:42,840 --> 00:50:45,000

And, you know, I mean, for me,

882

00:50:45,000 --> 00:50:49,320

it never occurred to me that in creating a field of study,

883

00:50:49,320 --> 00:50:52,680

you need to think about what its boundaries are.

884

00:50:52,920 --> 00:50:55,920

But that's just not the way I think.

885

00:50:56,280 --> 00:50:59,120

So, I leave that for the Krishnendu Rays

886

00:50:59,120 --> 00:51:02,120
of the world, though,

887

00:51:02,880 --> 00:51:05,880
because that's the way he thinks.

888

00:51:07,200 --> 00:51:10,200
I've learned a lot from him.

889

00:51:11,080 --> 00:51:11,960
I guess I'm

890

00:51:11,960 --> 00:51:14,960
wondering if you think that's important

891

00:51:15,120 --> 00:51:19,120
or and also
perhaps why you think that might be.

892

00:51:19,120 --> 00:51:22,360
And what the future might hold,

893

00:51:22,880 --> 00:51:27,920
whether it will resolve that issue
or change or anything like that.

894

00:51:28,880 --> 00:51:29,160
Yeah.

895

00:51:29,160 --> 00:51:30,760
I'm not sure it matters.

896

00:51:30,760 --> 00:51:36,280
You know, as I said,
I don't feel possessive about it.

897

00:51:36,280 --> 00:51:40,240

And it was clear to me that what happened here was a fluke.

898

00:51:41,640 --> 00:51:43,320
Universities don't like

899

00:51:43,320 --> 00:51:46,320
starting new departments.

900

00:51:47,640 --> 00:51:49,680
And this is actually not a department.

901

00:51:49,680 --> 00:51:52,200
It's a program within a department.

902

00:51:52,200 --> 00:51:55,200
The, and the,

903

00:51:55,680 --> 00:51:57,760
you know, the one thing I'll say for it is,

904

00:51:57,760 --> 00:52:01,600
from the university's perspective, it's
not particularly expensive.

905

00:52:02,120 --> 00:52:04,960
It doesn't require labs,

906

00:52:04,960 --> 00:52:06,320
it doesn't require a lot.

907

00:52:06,320 --> 00:52:11,480
It doesn't require a lot of things
that make some programs very expensive.

908

00:52:11,480 --> 00:52:13,920
But the,

909

00:52:13,920 --> 00:52:17,200
you know, all anything like this

910
00:52:17,200 --> 00:52:20,200
depends on who's on the faculty,

911
00:52:20,240 --> 00:52:23,240
how well they work with each other,

912
00:52:23,360 --> 00:52:26,360
and whether they can bring in enough
students

913
00:52:26,360 --> 00:52:29,360
in a,

914
00:52:29,760 --> 00:52:31,840
you know, in the current

915
00:52:31,840 --> 00:52:34,760
entrepreneurial university,

916
00:52:34,760 --> 00:52:37,920
every tub on its own bottom approach that

917
00:52:38,240 --> 00:52:41,160
the corporate university,
whether they can bring in enough students

918
00:52:41,160 --> 00:52:47,920
to pay for faculty and rent and library
and all the other things that that the

919
00:52:49,320 --> 00:52:52,320
work costs are accounted for.

920
00:52:53,000 --> 00:52:55,680
So, it doesn't surprise me

921

00:52:55,680 --> 00:52:59,240

that this took different
forms in every university.

922

00:52:59,640 --> 00:53:04,400

I would expect that it would depend
on the way the university is structured

923

00:53:04,400 --> 00:53:08,520

and whether anybody was interested
in creating a new program.

924

00:53:08,520 --> 00:53:14,360

And, you know, I'm sorry to see
the programs closing that are closing.

925

00:53:14,360 --> 00:53:19,320

I was floored by the one that Syracuse,
because they were doing okay,

926

00:53:19,320 --> 00:53:25,560

as far as I could tell, and I don't know
why the university chose to do that.

927

00:53:25,560 --> 00:53:30,000

It made no sense to me at all,
but I don't know the specific example.

928

00:53:30,080 --> 00:53:33,240

You know, the the specific problems
they were up against.

929

00:53:34,160 --> 00:53:37,200

My understanding was
there was a personnel issue involved,

930

00:53:37,840 --> 00:53:40,960

and that is the basis of a lot of this

931

00:53:41,880 --> 00:53:45,360
always at universities. So,

932
00:53:48,040 --> 00:53:49,880
you know what happens?

933
00:53:49,880 --> 00:53:50,040
Yeah.

934
00:53:50,040 --> 00:53:53,160
I'm not, you know, again,
I, I'm not sure it matters.

935
00:53:53,160 --> 00:53:58,160
When we started out,
we were a haven for people

936
00:53:58,160 --> 00:54:01,160
at other universities who

937
00:54:02,120 --> 00:54:05,040
who felt like they were,

938
00:54:05,040 --> 00:54:08,080
dismissed because they weren't
doing important enough work.

939
00:54:08,280 --> 00:54:11,280
That's not true anymore.

940
00:54:11,440 --> 00:54:13,000
The, you know,

941
00:54:13,000 --> 00:54:17,520
I mean, and we saw that when the library,
when the NYU library

942
00:54:17,520 --> 00:54:22,560
started to expand its collection

under Marvin Taylor's collecting,

943

00:54:23,440 --> 00:54:26,880
you know, Marvin was telling us
that the people who were using

944

00:54:26,880 --> 00:54:30,040
the collection were in
English, were in

945

00:54:30,040 --> 00:54:32,400
French Studies, were in

946

00:54:32,400 --> 00:54:34,520
Hebrew studies, were in

947

00:54:34,520 --> 00:54:38,600
Africana studies, were in math, were in
I mean, just

948

00:54:38,600 --> 00:54:43,040
people from all over
the university were using the collection,

949

00:54:43,920 --> 00:54:48,480
and that told me that there was going
to be room for scholarship

950

00:54:49,480 --> 00:54:51,400
everywhere.

951

00:54:51,400 --> 00:54:52,880
Which there is.

952

00:54:52,880 --> 00:54:57,800
So, maybe the success of food studies
will be the end of food studies.

953

00:54:57,800 --> 00:55:02,040

I don't know that it will no longer
be necessary because every,

954

00:55:02,280 --> 00:55:05,160
every department in the university

955

00:55:05,160 --> 00:55:08,160
wants to have a food person around,

956

00:55:09,000 --> 00:55:12,000
you know, and that's how
that's how it looks to me now.

957

00:55:13,400 --> 00:55:18,000
You know, I and I and I can remember back
to those anthropology

958

00:55:18,000 --> 00:55:21,120
students
who would come to Feast and Famine

959

00:55:22,080 --> 00:55:24,120
and would tell us stories

960

00:55:24,120 --> 00:55:27,120
about what it was like
in their department.

961

00:55:27,360 --> 00:55:29,880
And many of them, those students.

962

00:55:29,880 --> 00:55:34,800
I mean, I've seen the books
they've produced since. Really, it's

963

00:55:34,960 --> 00:55:37,960
really important serious studies

964

00:55:38,600 --> 00:55:41,680

of, of whatever it was they were doing,

965

00:55:42,840 --> 00:55:44,200

you know, the transition.

966

00:55:44,200 --> 00:55:46,600

One of them did a study inadvertently.

967

00:55:46,600 --> 00:55:51,000

She was in Guatemala just at the time

968

00:55:51,360 --> 00:55:56,000

when food products started,
and sodas started to come in.

969

00:55:57,200 --> 00:55:57,840

And there was a-

970

00:55:57,840 --> 00:56:01,840

And she got to witness
during the 3 or 4 years she was there,

971

00:56:02,120 --> 00:56:05,200

the transition from diets of poverty

972

00:56:05,200 --> 00:56:08,200

to diets of affluence.

973

00:56:08,400 --> 00:56:13,560

And how the nutritionists
in Guatemala dealt with it.

974

00:56:13,560 --> 00:56:17,640

It was enough to make the hair
on the top of your head stand up.

975

00:56:17,920 --> 00:56:20,920

I mean, it's an amazing book.

976

00:56:21,160 --> 00:56:23,600

You know, with the introduction

977

00:56:23,600 --> 00:56:27,640

of PepsiCo

into remote regions of Guatemala,

978

00:56:27,760 --> 00:56:33,480

I mean, astonishing stuff, documentation

of just the kinds of things I'm interested in

979

00:56:33,480 --> 00:56:36,480

where you don't have any documentation

and yet

980

00:56:36,560 --> 00:56:39,560

here it was.

981

00:56:39,840 --> 00:56:42,840

So, I'm not sure it matters.

982

00:56:43,640 --> 00:56:46,720

You know, ASFS will continue because

983

00:56:47,760 --> 00:56:50,520

regardless of what

984

00:56:50,520 --> 00:56:54,200

department people in, they're still going
to be interested in food.

985

00:56:55,320 --> 00:56:58,440

So I'm not sure the academic role matters
that much.

986

00:56:58,760 --> 00:57:01,440

It matters at NYU, but

987

00:57:01,440 --> 00:57:04,200
I'm not sure it matters anywhere else

988
00:57:04,200 --> 00:57:06,680
or in many other places.

989
00:57:06,680 --> 00:57:08,520
The University of Gastronomy.

990
00:57:10,080 --> 00:57:13,080
Yeah, in Italy it matters.

991
00:57:15,640 --> 00:57:17,760
Yeah, it sounds like- that

992
00:57:17,760 --> 00:57:18,800
that's really interesting.

993
00:57:18,800 --> 00:57:22,120
I had never thought of it
that way, that it's so integral that it's

994
00:57:22,440 --> 00:57:25,200
multidisciplinary, that-

995
00:57:25,200 --> 00:57:29,040
Well, maybe that's your kind of theory
that you had in the back of your

996
00:57:29,440 --> 00:57:32,400
that you had in the back of your head
that you'd never had thought of.

997
00:57:32,400 --> 00:57:34,480
I didn't have a theory, I really didn't.

998
00:57:34,480 --> 00:57:39,480
I mean, this idea that one, maybe one day
it'll be so integrated into everybody's

999

00:57:39,640 --> 00:57:40,240

I mean, that's-

1000

00:57:40,240 --> 00:57:41,560

I never thought about it.

1001

00:57:41,560 --> 00:57:44,400

I mean, really, I never thought about it.

1002

00:57:44,400 --> 00:57:47,240

All I thought was, we can create

1003

00:57:47,240 --> 00:57:50,240

a really exciting program

1004

00:57:50,760 --> 00:57:54,520

that will be taught at a very high level.

1005

00:57:54,640 --> 00:57:55,320

Yeah.

1006

00:57:55,320 --> 00:57:58,320

And we will get terrific students.

1007

00:57:58,400 --> 00:57:59,760

And that worked.

1008

00:57:59,760 --> 00:58:02,160

Yeah, that absolutely worked.

1009

00:58:02,160 --> 00:58:05,840

And then we will be doing something
very useful for students.

1010

00:58:06,080 --> 00:58:09,080

This is going to be wonderful and
fun for us to teach.

1011

00:58:09,120 --> 00:58:12,120

We're all going to learn a lot
from these students.

1012

00:58:12,240 --> 00:58:13,280

That's what happened.

1013

00:58:15,600 --> 00:58:17,320

And so that felt pretty good.

1014

00:58:17,320 --> 00:58:20,160

But beyond that, I never thought about it.

1015

00:58:20,160 --> 00:58:23,160

It never occurred to me
that what would happen

1016

00:58:23,880 --> 00:58:26,760

is what's happening now would happen,
which is that

1017

00:58:26,760 --> 00:58:29,840

all the faculty that we hired
would be in their 60s

1018

00:58:30,120 --> 00:58:33,600

and thinking about retirement,
and we don't.

1019

00:58:33,640 --> 00:58:36,720

And who is going to be teaching
these courses in the future,

1020

00:58:36,720 --> 00:58:39,720

which is the big problem
that the department is facing right now.

1021

00:58:40,680 --> 00:58:44,200

So, is that everybody is 60 or above.

1022

00:58:45,840 --> 00:58:48,240

Well, I imagine there's a lot of people

1023

00:58:48,240 --> 00:58:51,920

in in GAFS or the ASFS.

1024

00:58:53,400 --> 00:58:56,760

Graduate student arm

that are very interested in that.

1025

00:58:57,280 --> 00:58:59,320

You know. Well, it's a big problem. Yeah.

1026

00:58:59,320 --> 00:59:02,640

It's a bit, you know, I mean,
and everybody is very aware of it.

1027

00:59:02,640 --> 00:59:06,000

And, you know, they're going to try
to figure out some way to solve it.

1028

00:59:06,200 --> 00:59:09,000

This is probably not
the year it's going to be solved.

1029

00:59:10,360 --> 00:59:13,120

Or the the decade or half decade.

1030

00:59:13,120 --> 00:59:13,480

Okay.

1031

00:59:13,480 --> 00:59:16,480

Oh, I think the next within the next
four years.

1032

00:59:17,080 --> 00:59:18,880

No, no.

1033

00:59:18,880 --> 00:59:21,440

You know,
while universities are under attack.

1034

00:59:21,440 --> 00:59:22,920

Yeah.

1035

00:59:22,920 --> 00:59:24,360

I don't know what's going to happen.

1036

00:59:24,360 --> 00:59:27,360

Yeah.

1037

00:59:27,920 --> 00:59:30,920

I, I'm very conscious of your time.

1038

00:59:31,040 --> 00:59:33,560

It's 4:00 now.

1039

00:59:33,560 --> 00:59:36,320

I know you said you have a a
Oh, it's at 4:30.

1040

00:59:36,320 --> 00:59:37,320

I left
Okay.

1041

00:59:37,320 --> 00:59:38,360

I left plenty of time.

1042

00:59:38,360 --> 00:59:41,360

I didn't know how many of these questions
you wanted to go through,

1043

00:59:41,520 --> 00:59:44,600

and I thought if we could get it over
with, we should get it over with.

1044
00:59:44,600 --> 00:59:45,040
Okay.

1045
00:59:45,040 --> 00:59:48,080
Yeah, I mean, I, I,
I don't want to take up more time

1046
00:59:48,080 --> 00:59:51,080
than you want or have or anything, but,

1047
00:59:51,280 --> 00:59:53,480
so I will I'll ask the,

1048
00:59:53,480 --> 00:59:56,400
the last question
that I definitely wanted to get to,

1049
00:59:56,400 --> 00:59:59,400
which is just
is there anything that you think,

1050
01:00:00,240 --> 01:00:05,320
I've missed about asking
about the last 40 years of food studies

1051
01:00:06,480 --> 01:00:09,240
that you

1052
01:00:09,240 --> 01:00:13,640
would want to share with people
who are really interested in the next

1053
01:00:13,640 --> 01:00:17,000
40 years of food studies
or the next few years of food studies.

1054
01:00:17,840 --> 01:00:20,840
Well, I would say that there was a

1055

01:00:21,000 --> 01:00:23,680

you know, I'm thinking about the

1056

01:00:23,680 --> 01:00:27,240

know I'm thinking about the encyclopedias

1057

01:00:27,880 --> 01:00:30,880

and the proliferation of encyclopedias,

1058

01:00:33,400 --> 01:00:36,400

that occurred in the 90s

1059

01:00:36,400 --> 01:00:40,680

and early 2000s

and the number of, you know,

1060

01:00:41,040 --> 01:00:44,680

nobody can keep up with the scholarship.

1061

01:00:44,840 --> 01:00:48,240

It's not possible to keep up the

1062

01:00:48,280 --> 01:00:51,280

I mean, the books pour in

1063

01:00:52,040 --> 01:00:54,560

and the,

1064

01:00:54,560 --> 01:00:58,440

and many,

you know, the quality of them is amazing

1065

01:00:59,080 --> 01:01:03,120

that that's one of the things

that that really astonishes me.

1066

01:01:03,400 --> 01:01:04,480

I read a lot.

1067

01:01:04,480 --> 01:01:08,520

I get to send a lot of books for blurbs,
and I read

1068

01:01:08,520 --> 01:01:12,320

them, and I rarely turn down

1069

01:01:13,560 --> 01:01:15,640

a book for a blurb.

1070

01:01:15,640 --> 01:01:19,200

Not because I'm that generous,
because the books are good,

1071

01:01:20,440 --> 01:01:22,000

you know, they're interesting.

1072

01:01:22,000 --> 01:01:25,000

There well written, they're

1073

01:01:25,920 --> 01:01:28,400

beautifully documented,

1074

01:01:28,400 --> 01:01:31,840

they're thoughtful,
they're produced beautifully.

1075

01:01:32,400 --> 01:01:37,200

I mean, the the, the amount of the number
and quality of the books

1076

01:01:37,920 --> 01:01:40,280

that are coming out of

1077

01:01:40,280 --> 01:01:43,280

this field are extraordinary to me.

1078

01:01:44,240 --> 01:01:47,160
No stone unturned,

1079
01:01:47,160 --> 01:01:51,760
you know, and the
the series and the book series are amazing.

1080
01:01:52,480 --> 01:01:53,560
Absolutely amazing.

1081
01:01:53,560 --> 01:01:56,560
I mean, the gorgeously illustrated

1082
01:01:56,640 --> 01:02:01,080
single topic books
or single food books or single nutrient

1083
01:02:01,080 --> 01:02:04,560
books or single whatever books those are,

1084
01:02:05,400 --> 01:02:10,600
they're really stunningly done,
some more scholarly than others.

1085
01:02:10,600 --> 01:02:14,840
But it seems to me
that the level of scholarship going into

1086
01:02:14,840 --> 01:02:17,840
this is really very high.

1087
01:02:18,760 --> 01:02:20,240
And that's,

1088
01:02:20,240 --> 01:02:23,560
for people who don't think that food
is worth studying.

1089
01:02:24,200 --> 01:02:25,800

You know, that seems to me to be,

1090

01:02:26,840 --> 01:02:28,360

an argument.

1091

01:02:28,360 --> 01:02:30,960

Take a look at this.

1092

01:02:30,960 --> 01:02:33,440

You know, I mean, I'm,

1093

01:02:33,440 --> 01:02:38,200

I'm thinking

even of the work of Andy Smith,

1094

01:02:38,880 --> 01:02:40,720

who seems to have stopped doing this.

1095

01:02:40,720 --> 01:02:44,640

I don't know what's happened, but,

you know, he was writing two books a year,

1096

01:02:45,040 --> 01:02:48,040

and they're,

1097

01:02:48,720 --> 01:02:50,520

they tended to be descriptive,

1098

01:02:50,520 --> 01:02:54,120

not analytic, but the level of description
was really useful.

1099

01:02:54,120 --> 01:03:00,440

You could use them as references

for things you were writing about,

1100

01:03:00,440 --> 01:03:03,840

because his basic scholarship
was so sound.

1101
01:03:04,800 --> 01:03:07,800
And the,

1102
01:03:08,480 --> 01:03:09,560
you know, and that-

1103
01:03:09,560 --> 01:03:13,000
Anyway, I'm just in awe of it,
and it doesn't stop.

1104
01:03:13,160 --> 01:03:16,080
And the, you know, I mean,

1105
01:03:16,080 --> 01:03:20,400
I don't know whether the library
is collecting all of this. Every time

1106
01:03:20,400 --> 01:03:24,160
I want to give books to the library,
Charlotte tells me she has them all already.

1107
01:03:24,520 --> 01:03:28,960
So the, you know,
it's it's hard to know, but it's,

1108
01:03:31,840 --> 01:03:34,640
It's a happy feel

1109
01:03:34,640 --> 01:03:38,760
in the sense that there's
just a lot going on in it, and it's not.

1110
01:03:38,880 --> 01:03:41,880
It's not finished yet.

1111
01:03:42,000 --> 01:03:44,640
Somehow
people are still coming up with new ideas

1112
01:03:44,640 --> 01:03:48,720
and new things to write about in new ways
of thinking about it.

1113
01:03:49,840 --> 01:03:52,840
And that seems good to me.

1114
01:03:54,360 --> 01:03:56,160
I feel really good about it.

1115
01:03:56,160 --> 01:03:59,160
I think it's it's a good thing.

1116
01:04:03,360 --> 01:04:04,840
Well, that's a very positive note,

1117
01:04:04,840 --> 01:04:07,840
I think, to end on it,
which I very much appreciate.

1118
01:04:08,960 --> 01:04:13,640
And, so on behalf of the of ASFS
40 Committee,

1119
01:04:15,080 --> 01:04:16,680
and ASFS, I want to

1120
01:04:16,680 --> 01:04:20,040
thank you for the,
your time to speak with me today.