

Contents

Acknowledgements *vii*

Introduction *3*
Charlene Elliott

PART I FOOD PROMOTION

- 1 Communicating Food Quality: Food, Packaging, and Place *21*
Charlene Elliott and Wayne McCready
- 2 The Food Retail Environment in Canada: Shaping What
Canadians Eat and How They Communicate About Food *35*
Jordan LeBel
- 3 Selling Nutrition: Current Directions in Food Fortification and
Nutrition-Related Marketing *53*
Valerie Tarasuk
- 4 INSIDER VOICE Edible Canada: The Growth of Culinary
Tourism *67*
Eric Pateman and Shannon King

PART II FOOD AND COMMUNICATION

- 5 *La cuisinière canadienne*: The Cookbook as Communication *75*
Ken Albala
- 6 The Dinner Party: Reworking Tradition Through Contemporary
Performance *89*
Jacqueline Botterill
- 7 Canadian Food Radio: Conjuring Nourishment for Canadians
Out of Thin Air *107*
Nathalie Cooke
- 8 Of Men and Cupcakes: Baking Identities on Food Network *129*
Irina D. Mihalache

- 9 INSIDER VOICE Snapshots of a Canadian Cuisine 145
Elizabeth Baird
- 10 INSIDER VOICE Everybody's a Critic: A Memoir 153
John Gilchrist

PART III FOOD CONTROVERSY

- 11 Making the "Perfect Food" Safe: The Milk Pasteurization Debate 163
Catherine Carstairs, Paige Schell, and Sheilagh Quaille
- 12 Kraft Dinner® Unboxed: Rethinking Food Insecurity and Food 185
Melanie Rock
- 13 Hipster Hunters and the Discursive Politics of Food Hunting in Canada 203
Rebecca Carruthers Den Hoed
- 14 Lies, Damned Lies, and Locavorism: Bringing Some Truth in Advertising to the Canadian Local Food Debate 229
Pierre Desrochers
- 15 Communication, Crisis, and Contaminated Meat: A Tale of Two Food Scares 251
Charlene Elliott and Josh Greenberg
- 16 Canaries in the Supermarket: Moral Panic, Food Marketing and Children's Eating 273
Stephen Kline
- 17 "Death on a Plate": Communicating Food Fears in Modern North America 297
Harvey Levenstein

List of Contributors 313

Index 319