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The place of food in the study of culture, economics, business, politics, and globalization cannot be understated.

Alexander Street's new collection, *Food Studies Online*, is a first-of-its-kind database, bringing together rare and hard-to-find archival content with visual ephemera, full text, and video. While food studies is a relatively new field of study, its importance is felt in many disciplines. How we grow, handle, share, and consume food has far-reaching consequences.

Who will use it?

The area of food studies is of primary interest to social scientists and students of policy and business, and it's also interdisciplinary. The extensive coverage in *Food Studies Online* addresses key themes and disciplines including:

- Marketing and Consumerism
- Production and Technology
- Food History
- Food Movements
- Culinary and Food Design
- Food and Identity
- History
- Health
- Policy
- Religion
- Sociology
- Anthropology



What's in it?

Food Studies Online will include 80,000 pages of primary archival materials, images, and secondary works, plus 200 hours of documentaries and series.

Content highlights

National Archives—records related to the school lunch program 1940–1973.

Government documents related to the U.S. school lunch program in the mid-20th century, including recipes used in school cafeterias, pamphlets about ending hunger in schools, and educational materials on how to create healthful school lunches. Also includes factbooks with statistics on the national school lunch program in the 1950s.



National Archives—WWII Food Campaign Files, 1941–1948.

Documents, pamphlets and posters from the government's food campaigns during WWII, including the rationing "No Point-Low Point" campaign, Food Fight for Freedom Campaign, Fat Salvage Campaign, and Victory Garden Campaign. Full-color posters showing how campaigns were advertised. Including packets of instructional materials for housewives who want to hold their own cottage meetings on conserving food during the war.

Food Ephemera Collection

More than 5,000 pages of materials from the turn of the century through the 1960s. The collection is made up of educational pamphlets from food production

companies, food labels, advertisements, and recipe books. Brands include Jell-O, Quaker Oats, Libby, Kellogg, and others. These materials give insight into history of food and its relation to gender roles, foodways, trends, geography, and race.

Full-text examples

Bringing the Food Economy Home: Local Alternatives to Global Agribusiness, by Helena Norberg-Hodge (Lynne Rienner).

Feast: Why Humans Share Food, by Martin Jones (Oxford University Press).

Food in Zones of Conflict, by Paul Collinson and Helen Macbeth, editors (Berghahn).

Video highlights

Growing Cities (Elmwood Motion Picture Company)—A documentary film that examines the role of urban farming in America and asks how much power farming has to revitalize our cities and change the way we eat.

Vino Business (ZED)—An in-depth look into the maze of the world of wine, where critics have become like courtesans and where “winemakers” have taken the place of winegrowers.



The Farmer & The Chef (Whalen Films)—Watch Cynthia Sandberg move from a 2-acre garden to a 21-acre farm that needs to be transformed into the new Love Apple Farms. And follow Iron Chef David Kinch as he confronts the challenges of cooking with a tenfold increase of product.

Vegucated (Green Planet Films)—A feature-length documentary that follows three meat- and cheese-loving New Yorkers who agree to adopt a vegan diet for six weeks. Part sociological experiment, part science class, and part adventure story, Vegucated showcases the rapid and at times comedic evolution of three people who share one journey and ultimately discover their own paths in creating a kinder, cleaner, greener world, one bite at a time.

Food War (CinéFête)—An investigative documentary that provides extensive coverage of two crucial issues: food production and food distribution around the world.

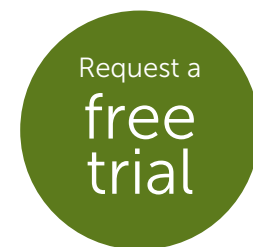
Small Farm Interview Series (Prendismo)—A series of 29 hours of primary-source interviews and lectures with owners of small farms and entrepreneurs from the Northeastern United States. They discuss the business of food, starting and maintaining small farms, creating new products, marketing, and distribution.

Hamdi Ulukaya Lecture: Chobani—With no prior experience in the yogurt business, Hamdi Ulukaya created a yogurt empire, Chobani, which went from zero to over \$1 billion in annual sales in less than five years, becoming the leading yogurt brand in the U.S. by 2011.

Diane Eggert Interview: Farmers' Market—Explains how the Executive Director of the Farmers' Market Federation of New York developed a variety of programs to support and advance the New York farmers' market industry, including a commercial insurance program, market manager training programs, new market development, market promotion, and more.

Purchase options

Food Studies Online is a video, archival, and text collection available to libraries and educational institutions worldwide via subscription or one-time purchase of perpetual rights. No special setup or software is required; all you need is an Internet connection. Select individual films are available at academicvideostore.com via online streams or DVD, as well as through patron-driven acquisition and evidence-based acquisition models.

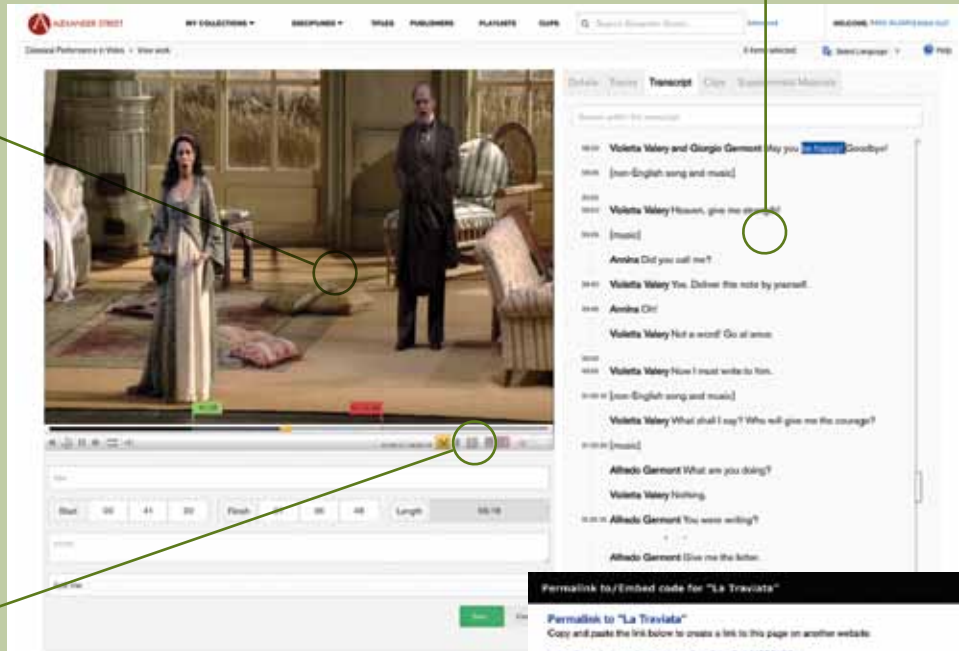


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