

# Being Proud of Food Science

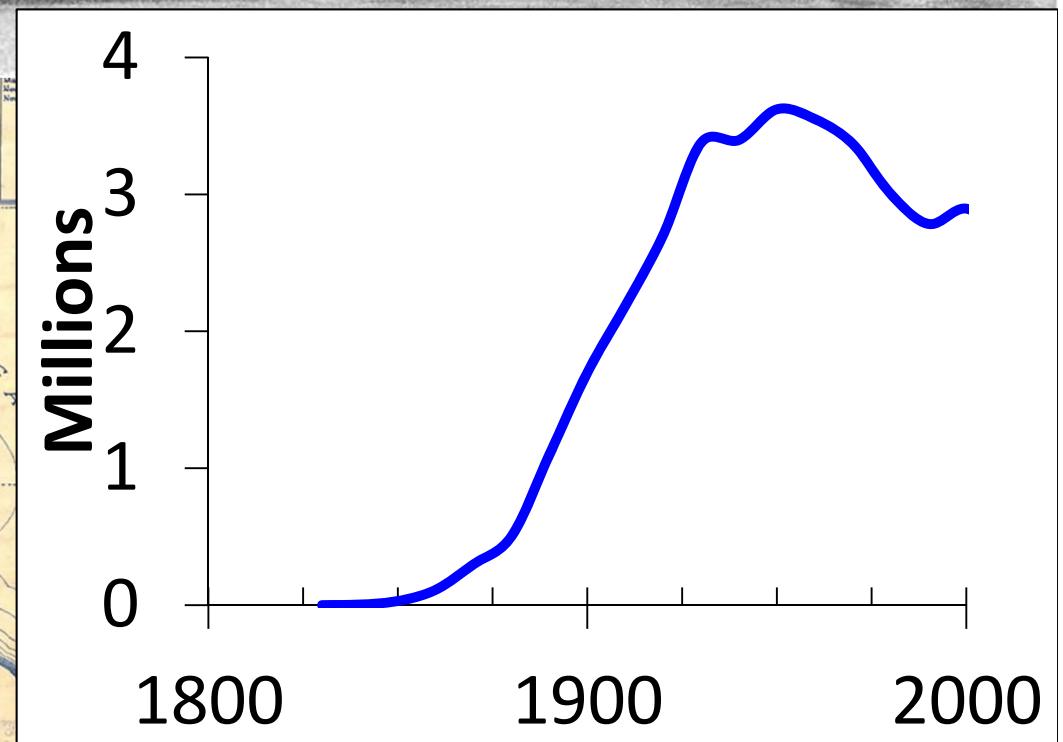
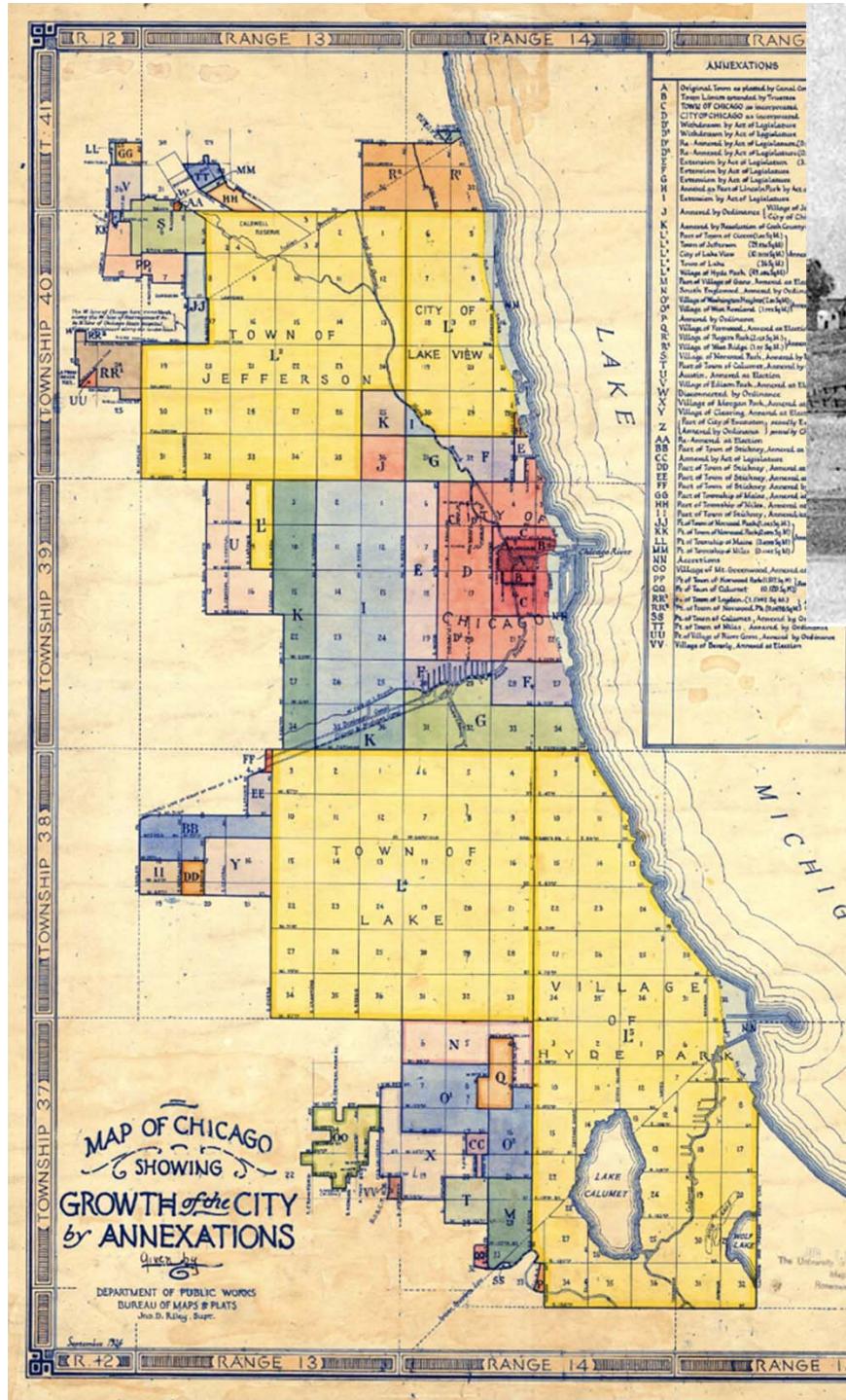
## a CHICAGO Story

John Coupland  
IFT President Elect  
September 2015



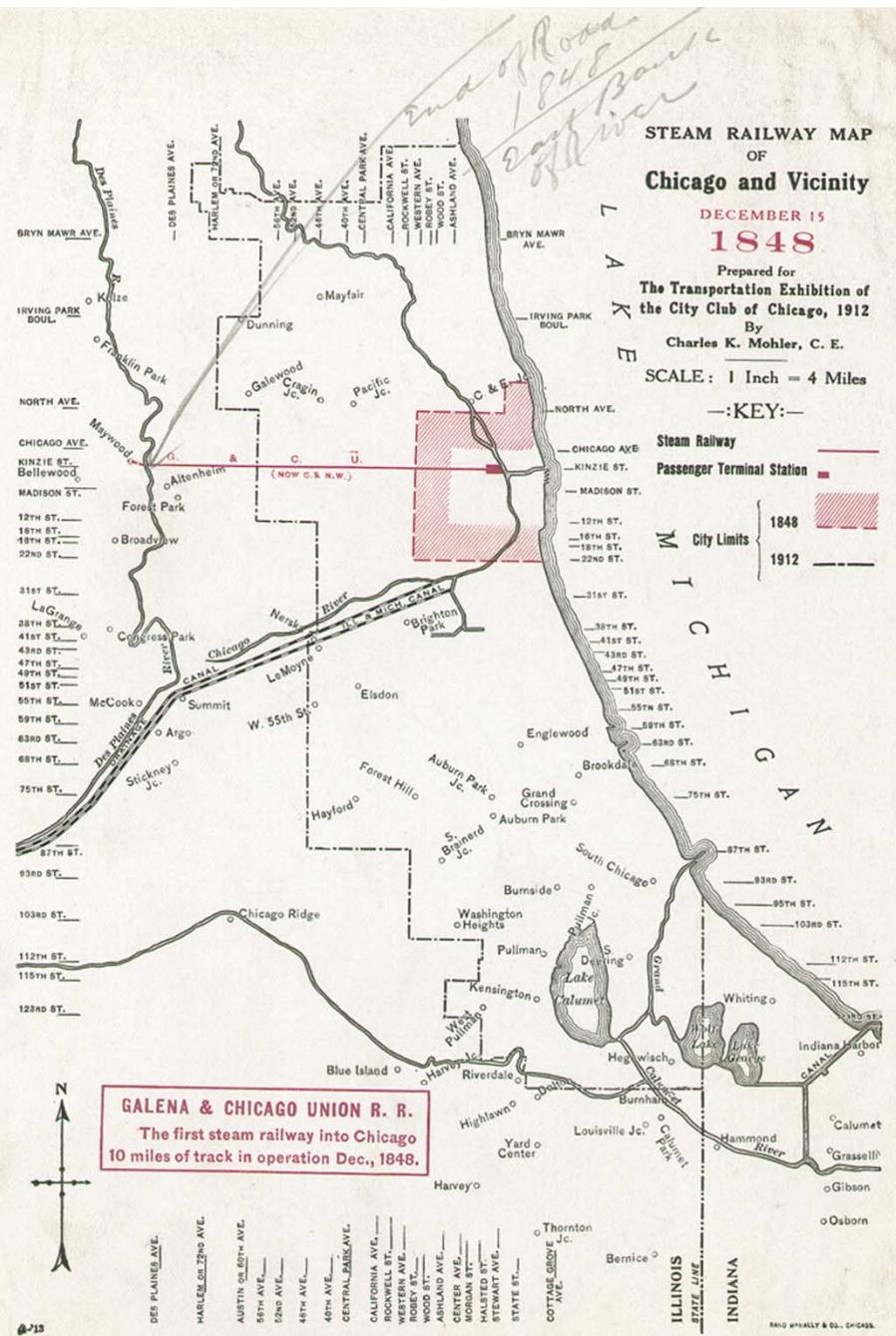
Hog Butcher for the World,  
Tool Maker, Stacker of Wheat,  
Player with Railroads and the  
Nation's Freight Handler;  
Stormy, husky, brawling,  
City of the Big Shoulders:

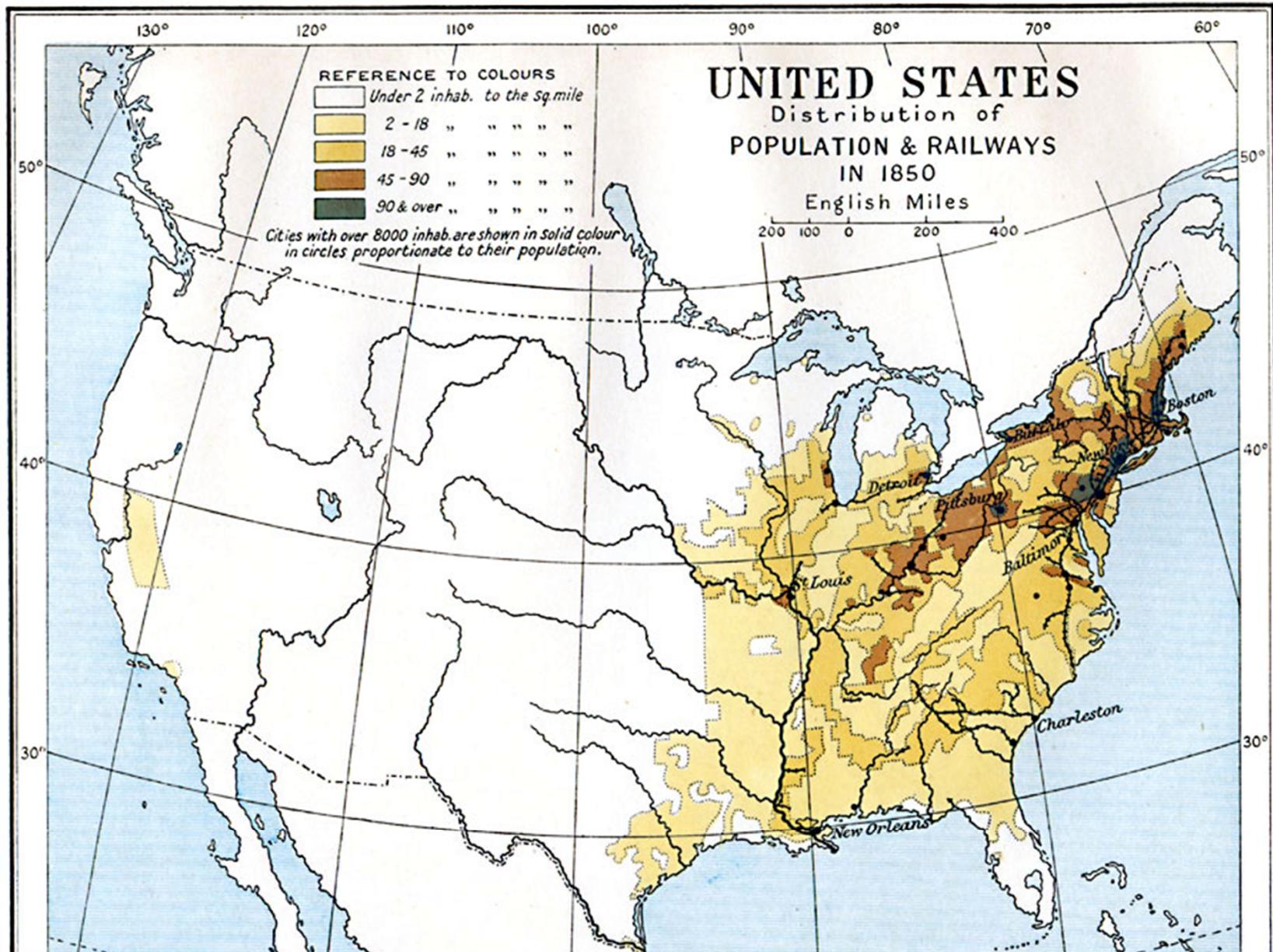




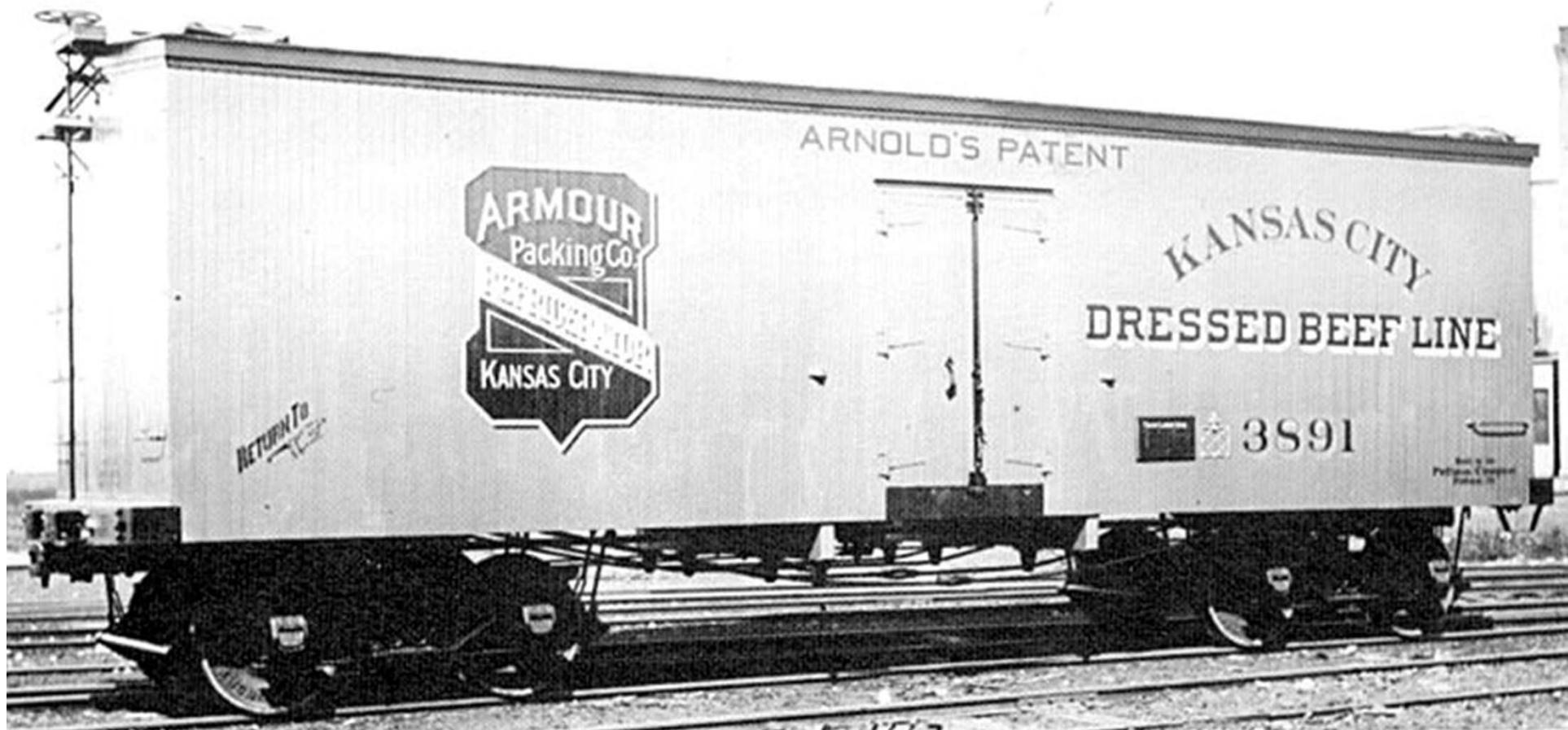
Chicago Department of Public Works, Bureau of Maps and Plans  
Drawing of Fort Dearborn in 1830 (Juliette Kinzie)



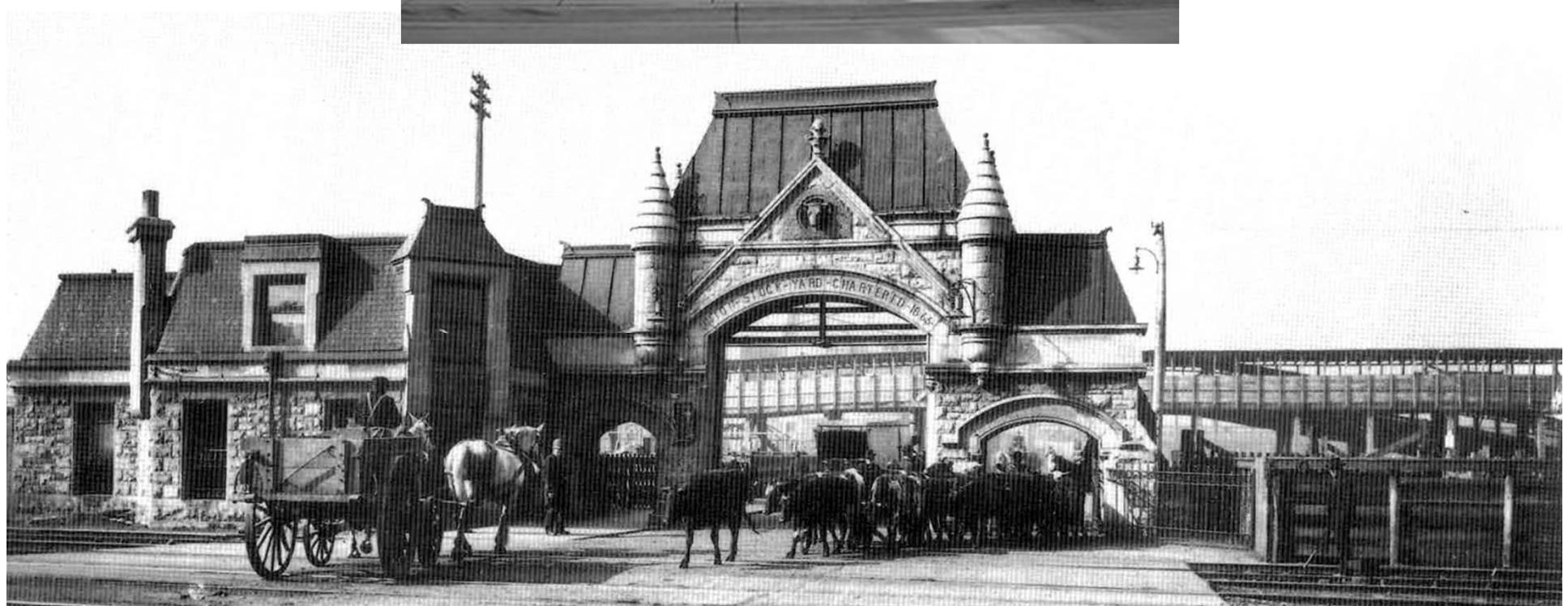




Ward, Prothero, and Leathes, The Cambridge Modern History Atlas (New York, NY: The Macmillan Company, 1912) <http://etc.usf.edu/maps/pages/7400/7492/7492.htm>



Armour Refrigerated Car, Kansas City, 1885



<https://chicagology.com/stockyard/>







I will call  
prepared to  
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Through the NATIONAL BISCUIT COMPANY

NATIONAL BISCUIT COMPANY

IFT





© 2012 Institute of Food Technologists

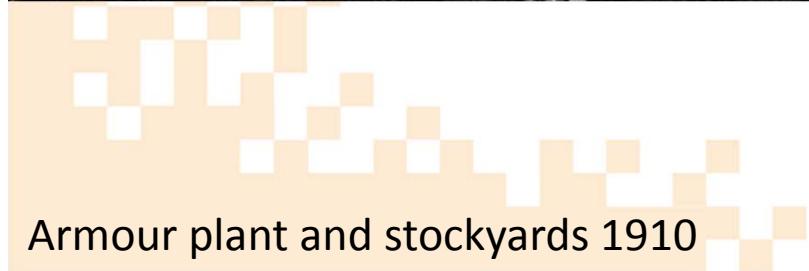
<http://www.courthousesquare.net/postcardnews.vol5no9.htm>

IFT

# What did Chicago do to American food?

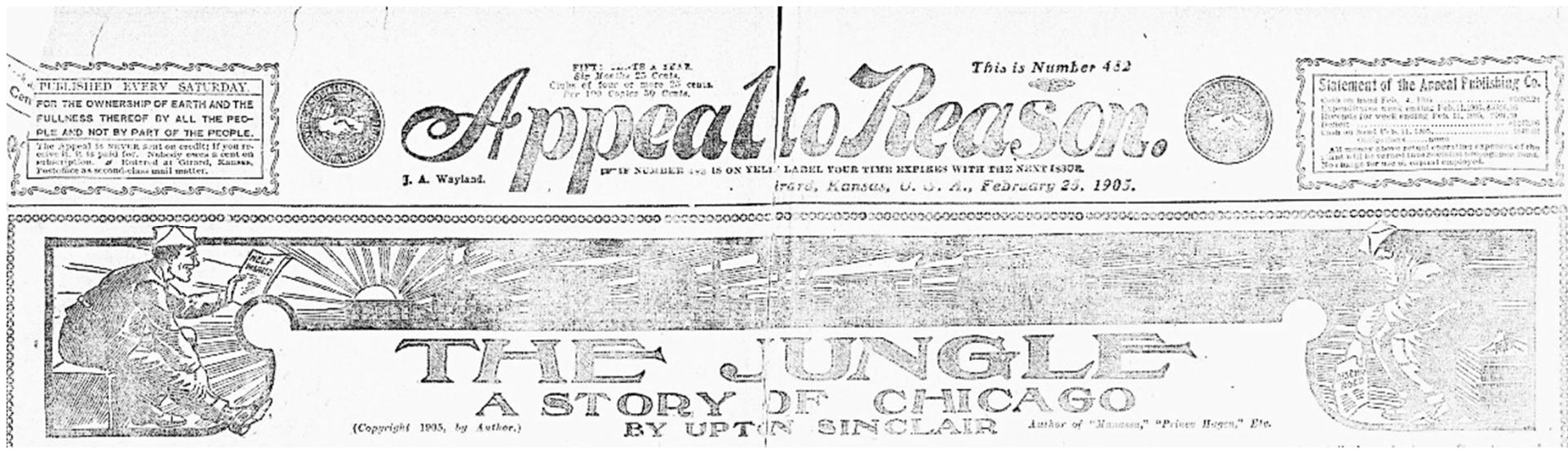
- Vertical integration – trusts
- Complex organizations
- Mass market
- Use of byproducts
- Brands
- Efficiency improvement
- Variety improvement
- Profound disconnection from production and unease





Armour plant and stockyards 1910





Sinclair, 1905



There were the "hoisters," as they were called, whose task it was to press the lever which lifted the dead cattle off the floor. They ran along upon a rafter, peering down through the damp and the steam; and as old Durham's architects had not built the killing room for the convenience of the hoisters, at every few feet they would have to stoop under a beam, say four feet above the one they ran on; which got them into the habit of stooping, so that in a few years they would be walking like chimpanzees.





A NAUSEATING JOB, BUT IT MUST BE DONE

(President Roosevelt takes hold of the investigating muck-rake himself in the packing-house scandal.)

# Responses to Sinclair

- Sinclair and his goals
- Roosevelt and muckraking
- Resistance from Bureau of Animal Industry
- Neill Reynolds visit
- Visit from Doubletree lawyer
- 1906 Pure Food Act and Federal Meat Inspection Acts(FDA founding)
- Sinclair was not happy

THE WORLD

# Rethinking the Meat-Guzzler



Gary Kazanjian for The New York Times

**HERE'S THE BEEF** This feed lot in California can accommodate up to 100,000 head of cattle.

By MARK BITTMAN  
Published: January 27, 2008

# Why Slave Labor Still Plagues The Global Food System

JUNE 20, 2013 1:04 PM ET

ELIZA BARCLAY



Workers process shrimp at a factory in Thailand in 2009.

*Chumsak Kanoknan/Getty Images*

# A Peek Inside an Industrial Chicken Slaughterhouse

—By **Tom Philpott** | Tue Sep. 15, 2015 6:00 AM EDT

 Email



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ALDF Investigation Exposes Tyson Cruelty

**"AUTUMN"**  
UNDERCOVER INVESTIGATOR  
ANIMAL LEGAL DEFENSE FUND

0:29 / 3:19

▶ 🔍 CC YouTube [ ]

# **SUBWAY: Stop Using Dangerous Azodicarbonamide in Your Bread!**



**Azodicarbonamide is the same chemical used to make yoga mats and shoe rubber.** It's banned all over the globe because it's linked to respiratory issues, allergies and asthma. **This is not eating fresh!**

**North America**

**VS**

**UK, EU, Australia**

Subway uses **Azodicarbonamide** in their 9-Grain Wheat, 9-Grain Honey Oat, Italian White, Italian Herbs & Cheese, Parmesan/Oregano, Roasted Garlic, Sourdough, and Monterrey Cheddar breads.

Subway **does not** use Azodicarbonamide in other countries.



**We deserve the same safe ingredients that Subway uses around the world.**

**SIGN THE PETITION:** [foodbabe.com/subway](http://foodbabe.com/subway)  
**#NoWaySubway**

**Must Reads:** Women Lost the War on Women | We Need a Men's Rights Movement? | Shake Cell Phone Addiction

TOM PHILPOTT

→ *Food and Ag*

[PREVIOUS](#) | [NEXT](#)

## Niman Ranch Pork: Now Brought to You by Perdue

—By **Tom Philpott** | Wed Sep. 9, 2015 2:29 PM EDT

[Email](#)

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Brook Chabernocki/Shutterstock



We face a growing challenge to feed nearly **7 billion** people today...

The expected population growth to **9 to 10 billion** people by 2050...

More wealth – more meat

...**food science and technology will have to provide critical solutions.**



# IFT's Vision & Mission

**IFT is dedicated to advancing the science of food and its application across the global food system**

**Ultimately, we envision a world where science and innovation are universally accepted as essential to a safe, nutritious, and sustainable food supply for everyone**



## Develop:

Advance and Promote  
Careers in the Science of Food



## Network:

Establish Productive and  
Interactive Global Networks



## Innovate:

Promote Science, Technology  
and Their Application



## Advocate:

Address Issues and  
Influence Outcomes



STRATEGIC PRIORITIES

# How IFT has been telling our story about an optimistic future based on science...



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**Food Science is  
Required to  
Feed this World's Future  
Populations**

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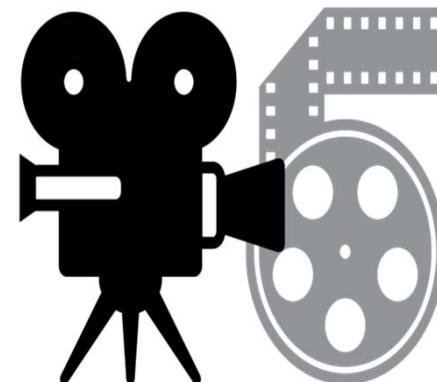
# The Science of Food as a Solution?



- **Two celebrations triggered a new idea...**
  - How do we feed 9 billion people by 2050?
  - How do we tell our story based on science?
- **FutureFood 2050 Program**
  - 75 interviews: Establish a long-term link between both anniversaries
  - Create a steady stream of promotions
  - Work with documentary director



75 interviews



Documentary



Publish 4-5 per month from 2014 – 2015



Translate the core themes to the film and produce a documentary on how we will feed the world sustainably.





The latest FutureFood 2050 article series takes a closer look at **food security and nutrition in Africa**. Each interview presents a scientific, entrepreneurial, and cultural perspective on the challenges Africa is facing. Hear from influencers who are working to overcome low agricultural yields, lack of technology and other difficulties that are leading to food insecurity and poor health in the region. These articles share a vision for successful smallholder farms, increased investment, and cultural and policy shifts leading to the production of nutritional foods as key solutions for Africa to achieve food security. In addition, these experts believe that by addressing these challenges, Africa can not only feed itself but it can also produce enough surplus food to expand its role in the global food economy.



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# IFT Section Events

## CHICAGO SECTION EVENT

- Scott Hamilton Kennedy participated in the Chicago Section “Movie Night” event, on Thursday, March 19 at Kendall College. The event focused on a screening of “The Garden,” and a Q&A with Scott following the film.



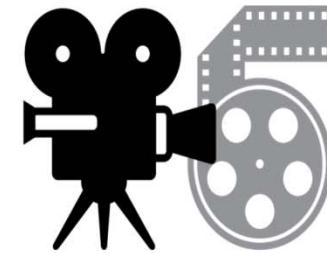
## NEW YORK SECTION EVENT

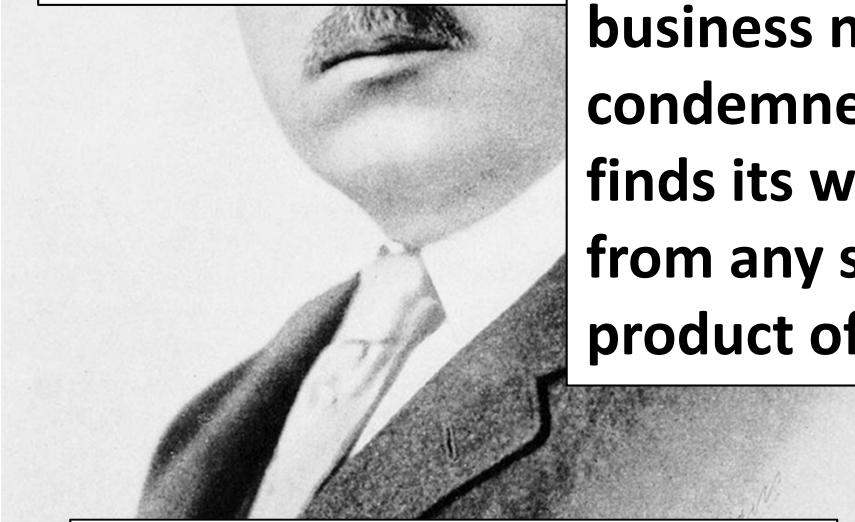
- The New York Section Supplier’s Day on Tuesday, April 14 was a success. The 90-minute New York Section panel discussion focused on the perceptions and misperceptions behind science and food. Panelists included: Kaitlin Yarnall of *National Geographic* magazine, Rickey Yada of the University of British Columbia, Marie Wright of Wild Flavors, and Julie Meyer of Eat Well Global moderated the event.



**FUTURE FOOD 2050**

# The Documentary: Scott Hamilton Kennedy





"The difference between old and new, and the rapidity with which changes from the old to the new have had to be made is often forgotten by the supersensitive person to whom the sight of raw meat is not pleasing."

"...you are cordially invited to see for yourself how the hated packer takes care of your meat-supply."

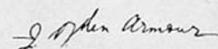
"...most large packers, maintain a force of scientific men who are engaged in original research and experiment. An important

experts is to test that every reducing articles of regard the article so

aimed at either becomes law, there

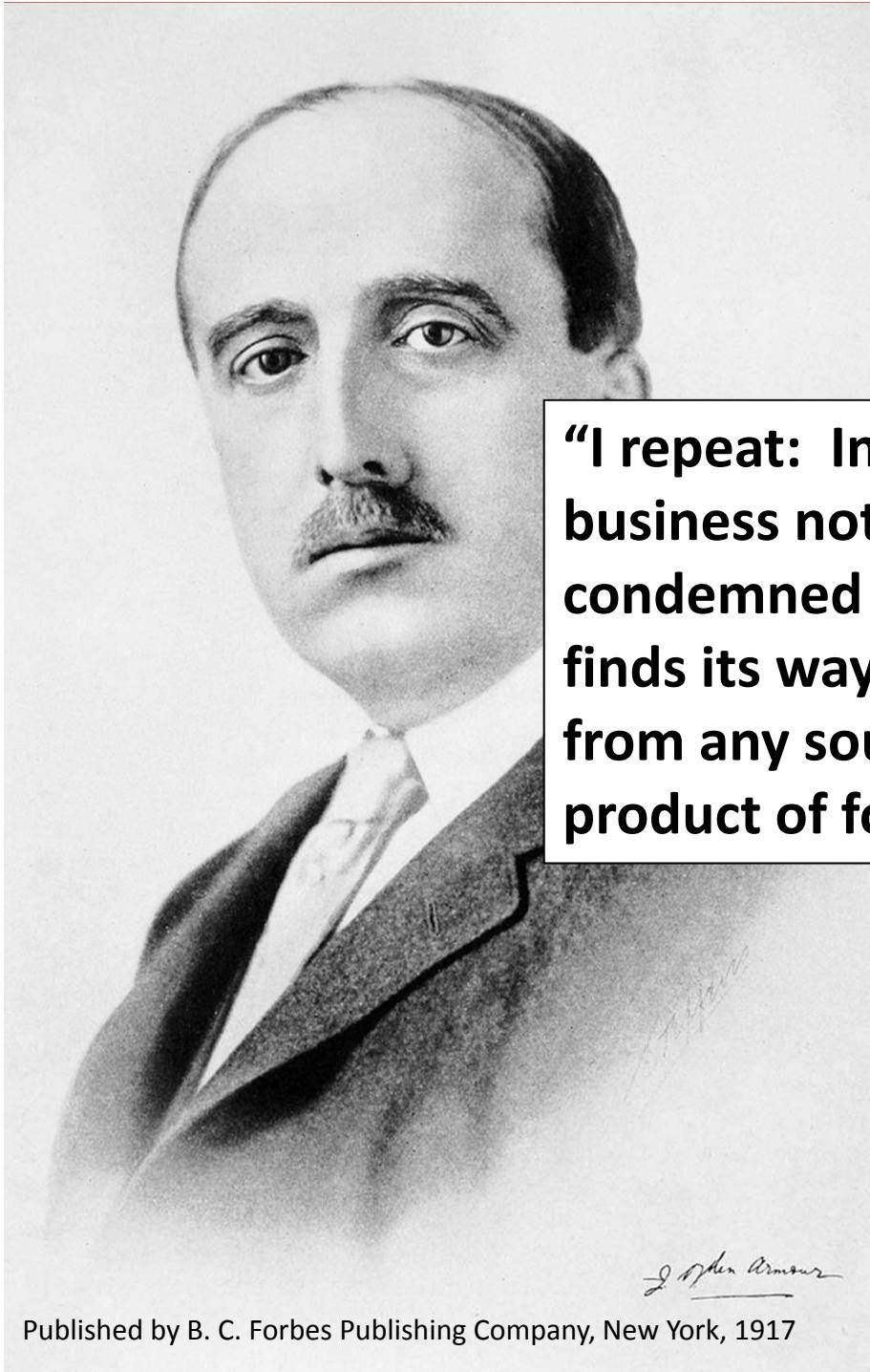
**"I repeat: In Armour and Co.'s business not one atom of any condemned animal or carcass finds its way, directly or indirectly, from any source, into any food product of food ingredient."**

"Ultimately a good many people will believe anything that is persistently told them, particularly if it is about a corporation



*J. Jay Armour*

is no question that the men who are pushing it will have the satisfaction of having dealt a heavy blow to the packer and to two great industries which have done more, I believe, than any other two industries to give the whole people the cardinal comforts of good living; wholesome fresh meats and fresh fruits and vegetables."



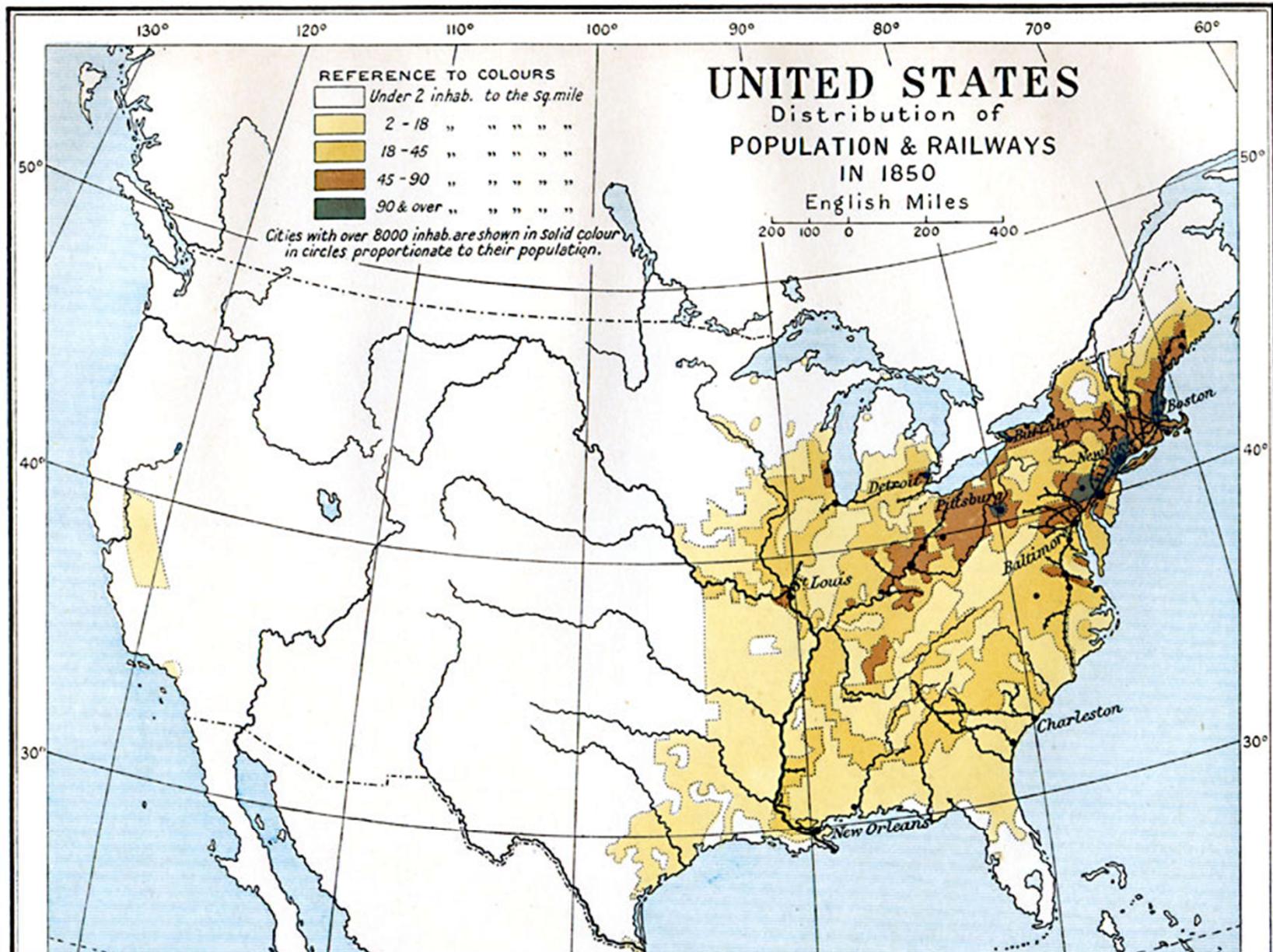
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*J. Jayne Armour*

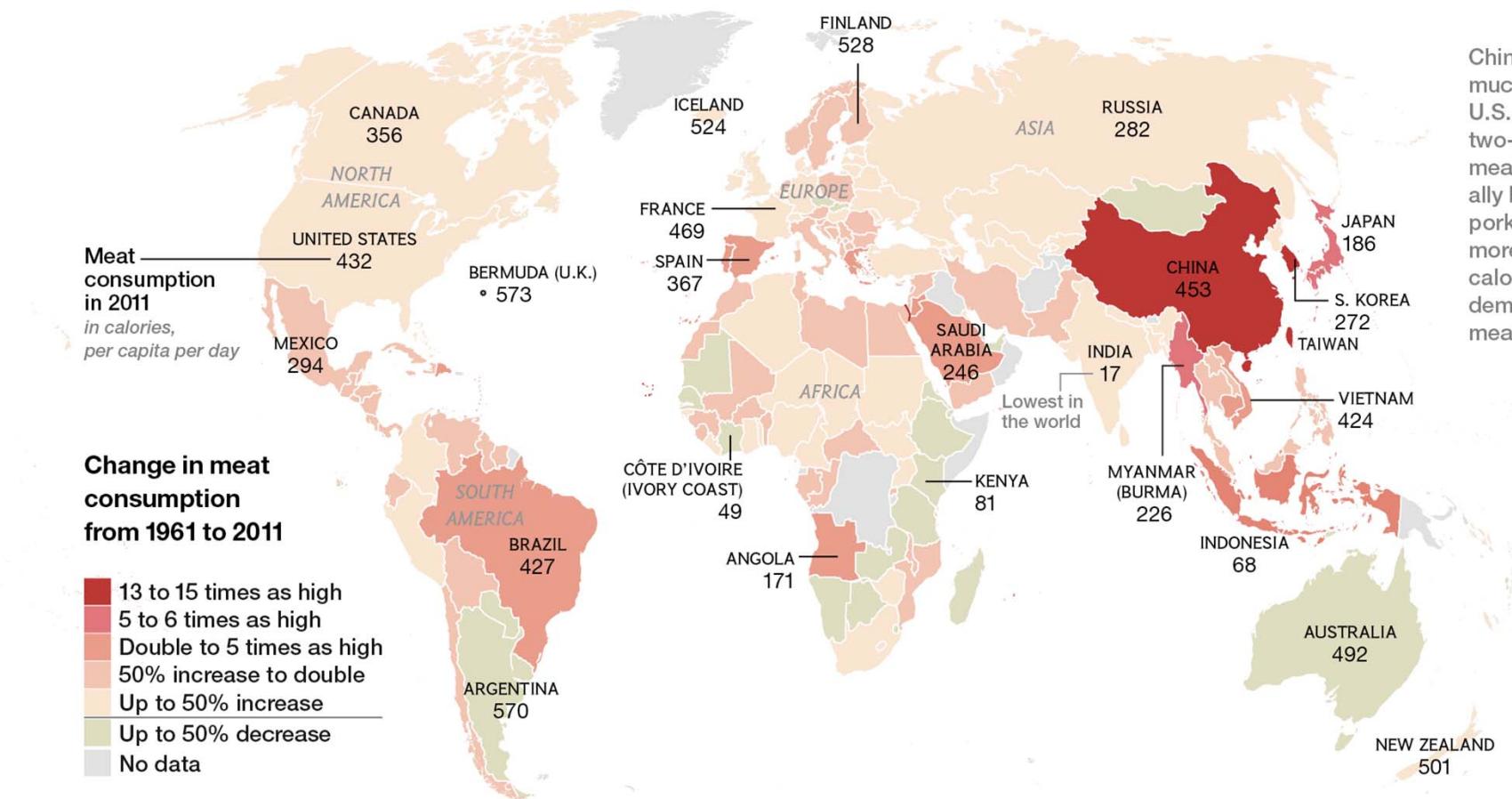
Published by B. C. Forbes Publishing Company, New York, 1917

<http://henryaltemus.com/blog/?m=201409>



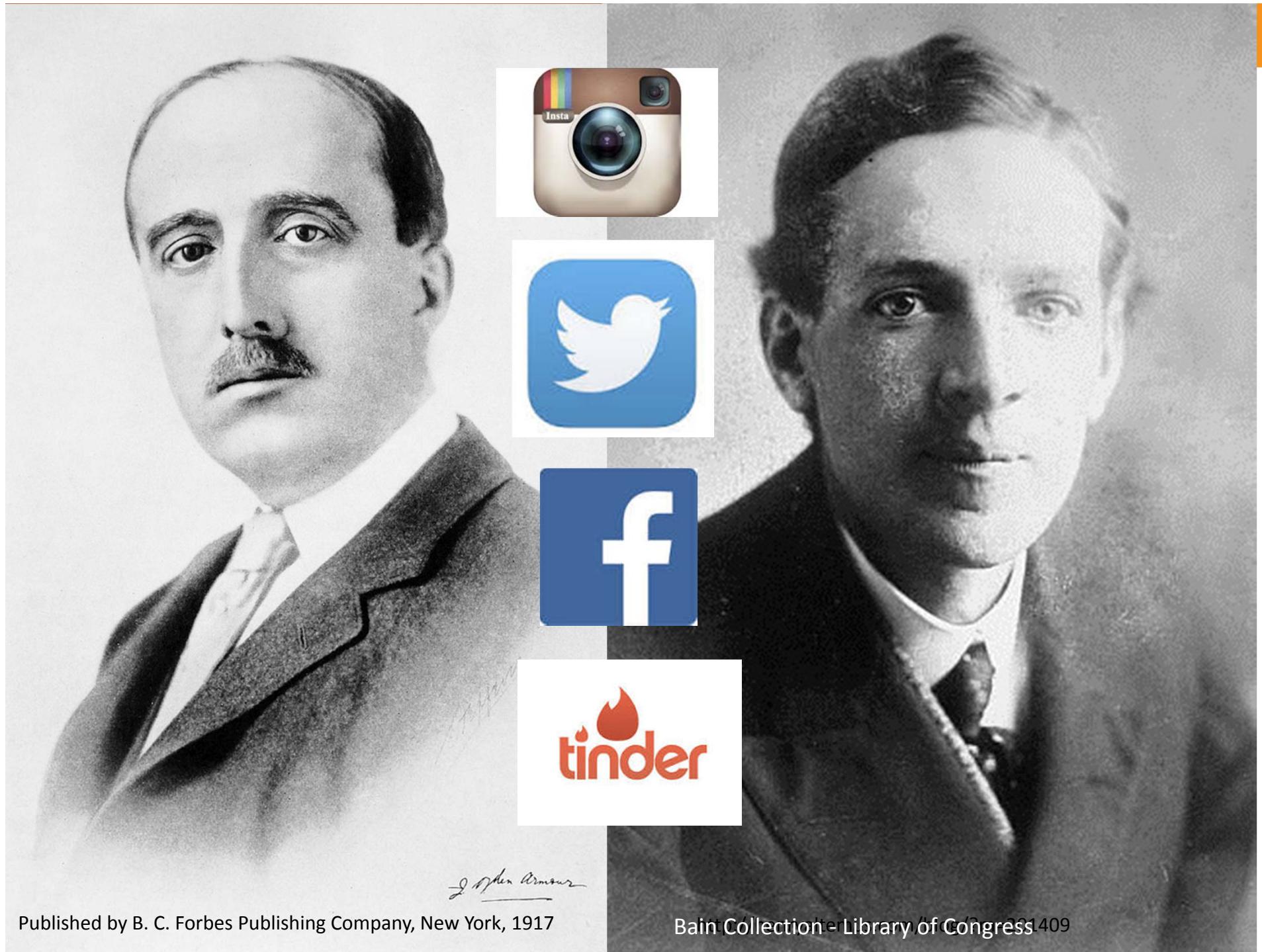


Ward, Prothero, and Leathes, The Cambridge Modern History Atlas (New York, NY: The Macmillan Company, 1912) <http://etc.usf.edu/maps/pages/7400/7492/7492.htm>



China eats half as much meat as the U.S., but because two-thirds of its meat has traditionally been high-fat pork, it consumes more total meat calories. Now demand for leaner meat is rising.





Published by B. C. Forbes Publishing Company, New York, 1917

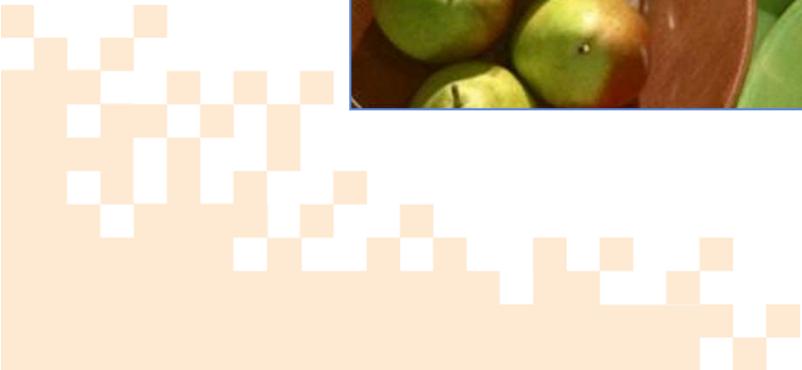
*J. Allen Armsour*

Bain Collection - Library of Congress 1409

# Our Vision



*A world where science and innovation  
are universally accepted as essential  
to a safe, nutritious, and sustainable  
food supply for everyone*



# Institute of Food Technologists

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