Defamiliarisation of Food: This Time It's Personalised

Dr Shane Crowley

Lecturer in
Food Processing
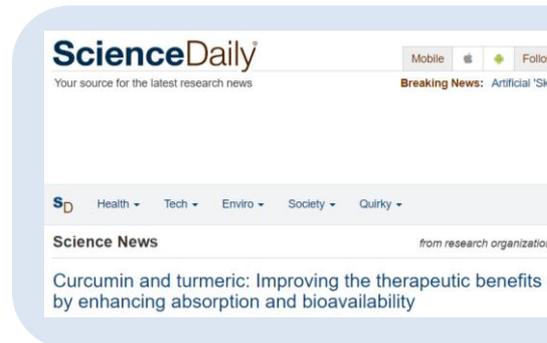
School of Food and
Nutritional Sciences

Food science
Opinion

Stop calling food addictive

But our processed foods are full of highly engineered additives. Let's call them drugs. And these really are addictive

Food is engineered to contain highly addictive ingredients

⬇

Food is a **drug**
(in a bad way!)

Science News

Curcumin and turmeric: Improving the therapeutic benefits by enhancing absorption and bioavailability

Food contains compounds with therapeutic benefits

⬇

Food is a **drug**
(in a good way!!)

The Future of Food is Note by Note Cooking

In recent years, we've seen the launch of several products that challenge traditional notions of what cooking and eating are all about. There's Harvard professor David Edwards' invention **Le Whaf**, which lets you inhale the flavors of foods without having to worry about gaining weight; a **lab-created hamburger patty** that some feel portends a solution to the world's hunger problems; and, most recently, Soylent, a meal substitute devised by a Silicon Valley software engineer that was the subject of a **New Yorker piece** titled "The End of Food."

Hervé This
@Herve_This
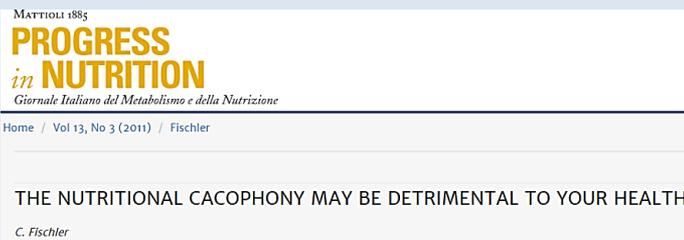
Beautiful food can be assembled using pure chemical compounds

⬇

Formulating food is the composition of a **symphony**.

PROGRESS in NUTRITION
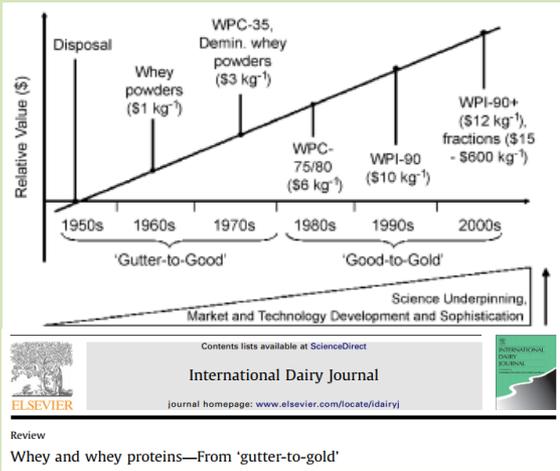Giornale Italiano del Metabolismo e della Nutrizione

Home / Vol 13, No 3 (2011) / Fischler

THE NUTRITIONAL CACOPHONY MAY BE DETRIMENTAL TO YOUR HEALTH

C. Fischler

The media is saturated with food fads and scares.

⬇

Food discourse is **noise**!!!

Alchemical bifurcation

Alchemical metaphors and the 'transmutation' of food

Review
Whey and whey proteins—From 'gutter-to-gold'

THE IRISH TIMES — Thu, Sep 14, 2017

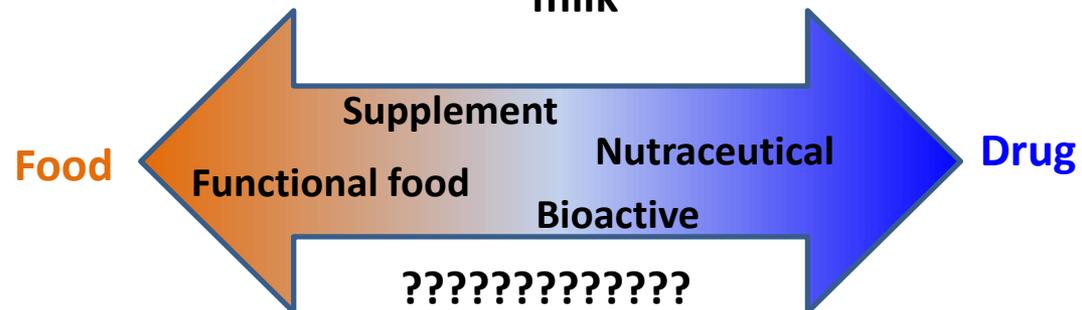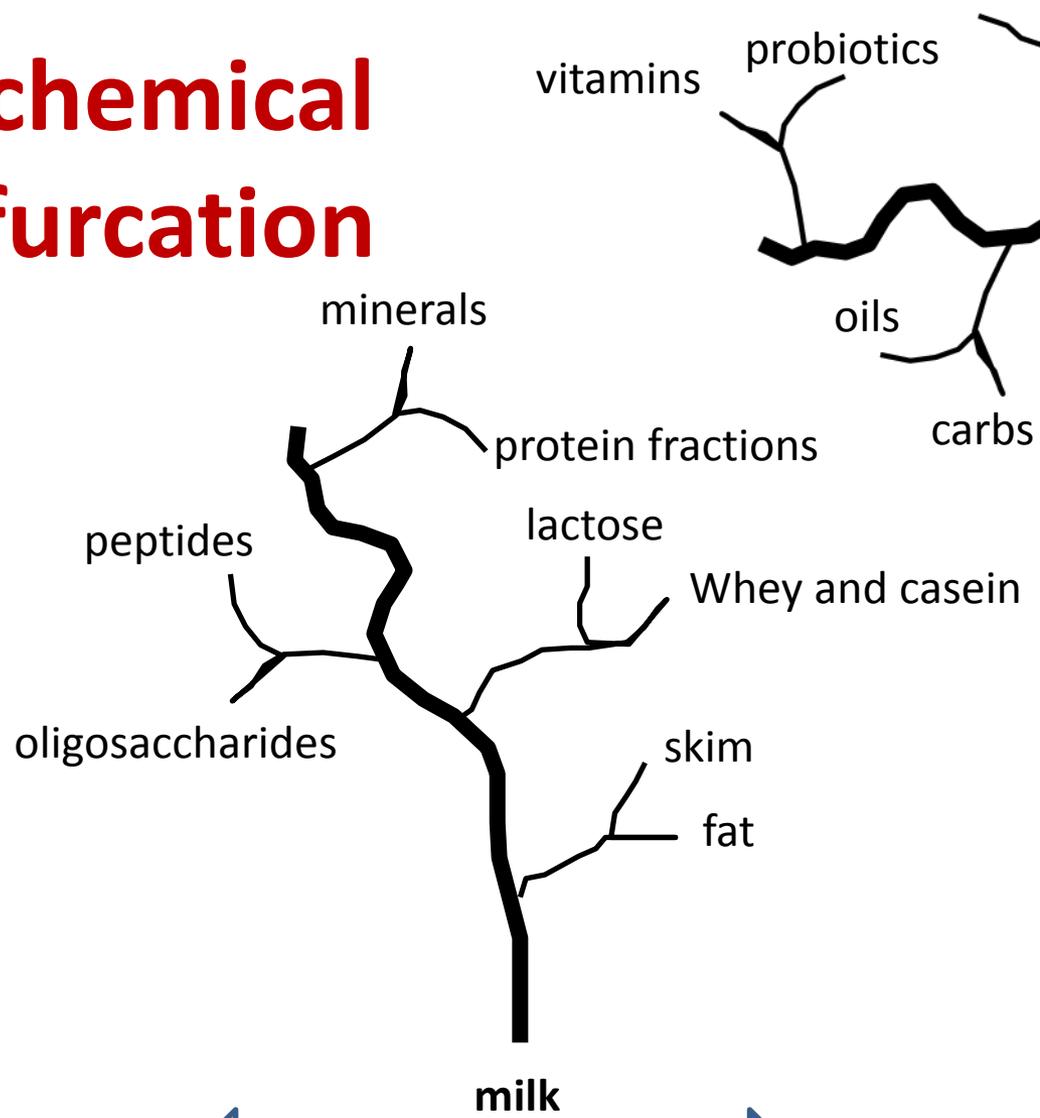NEWS | SPORT | BUSINESS | OPINION | LIFE & STYLE | CULTURE

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Researchers 'mining' milk for health-giving benefits

DAIRY INDUSTRY – THE ISSUES
JACK KENNEDY · LIAM O'NEILL
White gold on our doorstep

Reduction of food to mixture of good and bad components (conceptual bifurcation) inform strategies to 'purify' nutrients while 'adding value' (alchemical bifurcation).

Mixed motivations (profit, waste use, health), continued blurring of food-drug interface (see 'nutraceutical', 'functional food') and metaphor confusion/co-option (e.g., hygiene: food A is 'clean' and [morally] pure because its 'goodness' was concentrated by increasing the [analytical] purity of component x).

Bifurcated materials enable reconstruction of food (confluence) for specific times, spaces and individuals, but what of food is lost in the process?

probiotics
vitamins
minerals
protein fractions
lactose
peptides
Whey and casein
oligosaccharides
skim
fat
oils
carbs
milk

Food ← → Drug
Supplement
Functional food
Nutraceutical
Bioactive
?????????????

Bifurcation as technological enabler

". . .one side holding that the ship remained the same, and the other contending that it was not the same" – from *Theseus* by Plutarch
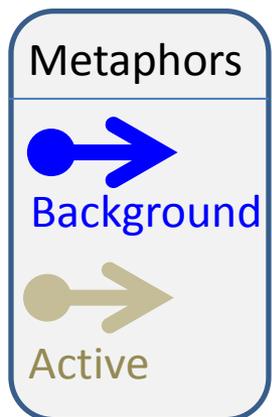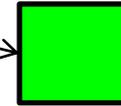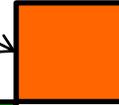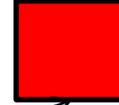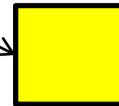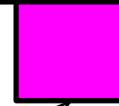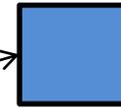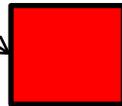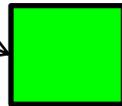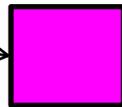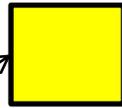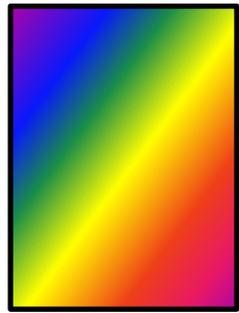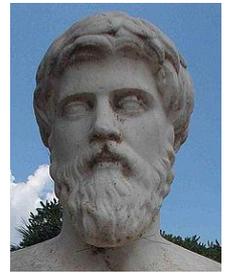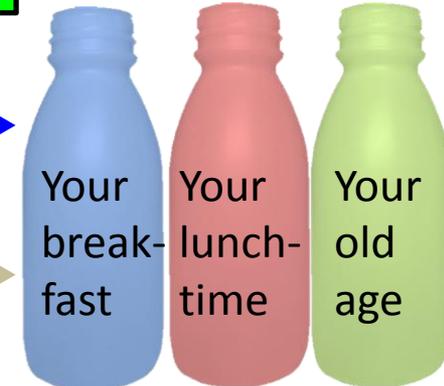
What is an extreme space?

Space station

Airplane

Military

Hospital

Home

Work

Leisure

Body

Travel and war: Necessity

Hospital: Treatment

Home and work: Convenience

Leisure: Performance

Body: Personalisation

Increasing production of dietary 'solutions' for v. defined spaces, leading to prescriptionist approach to food 'choice'.

Metaphors of war (and food?)

Christopher Coker's metaphors of war*

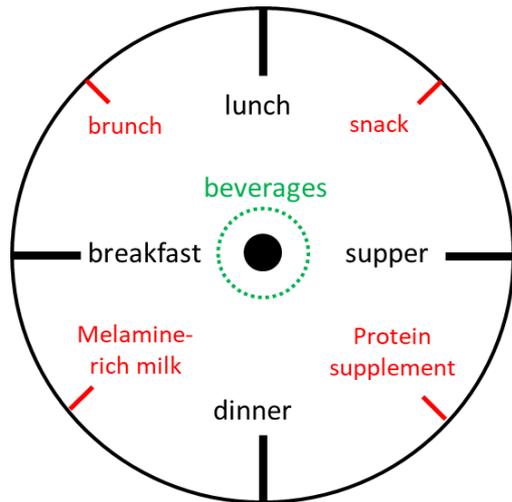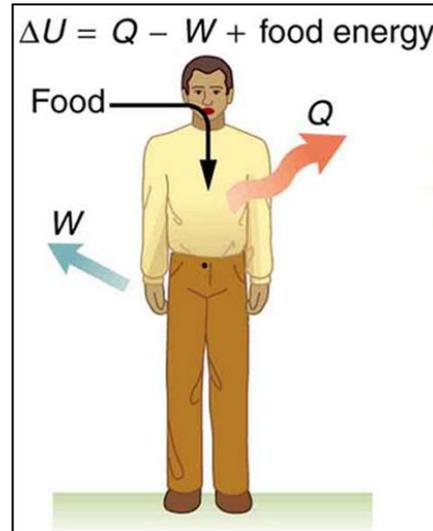| *Clock*	*Steam Engine*	*Computer*
• Dominant tool in society • Tool as metaphor for science leading to new science of Newtonian mechanism • Metaphor for scientific worldview based on *force*. • War as directed mechanised force.	• Dominant tool in society • The object of scientific study leading to the new study of thermodynamics • Metaphor for scientific worldview based on *energy*. • War as directed mechanised energy.	• Dominant tool in society • Tool for science and object of scientific study leading to new science of physics and computation. • Metaphor for scientific worldview based on *information*. • War as negative information feedback.
Food as marker of time	**Food as fuel**	**Food as information**

Clock diagram:
- lunch
- brunch
- snack
- beverages
- breakfast
- supper
- Melamine-rich milk
- Protein supplement
- dinner


$$\Delta U = Q - W + \text{food energy}$$

Food → Q, W

*Antoine Bousquet - The Scientific Way of Warfare:Order and Chaos on the Battlefields of Modernity

Defamiliarisation

Good pile	Bad pile
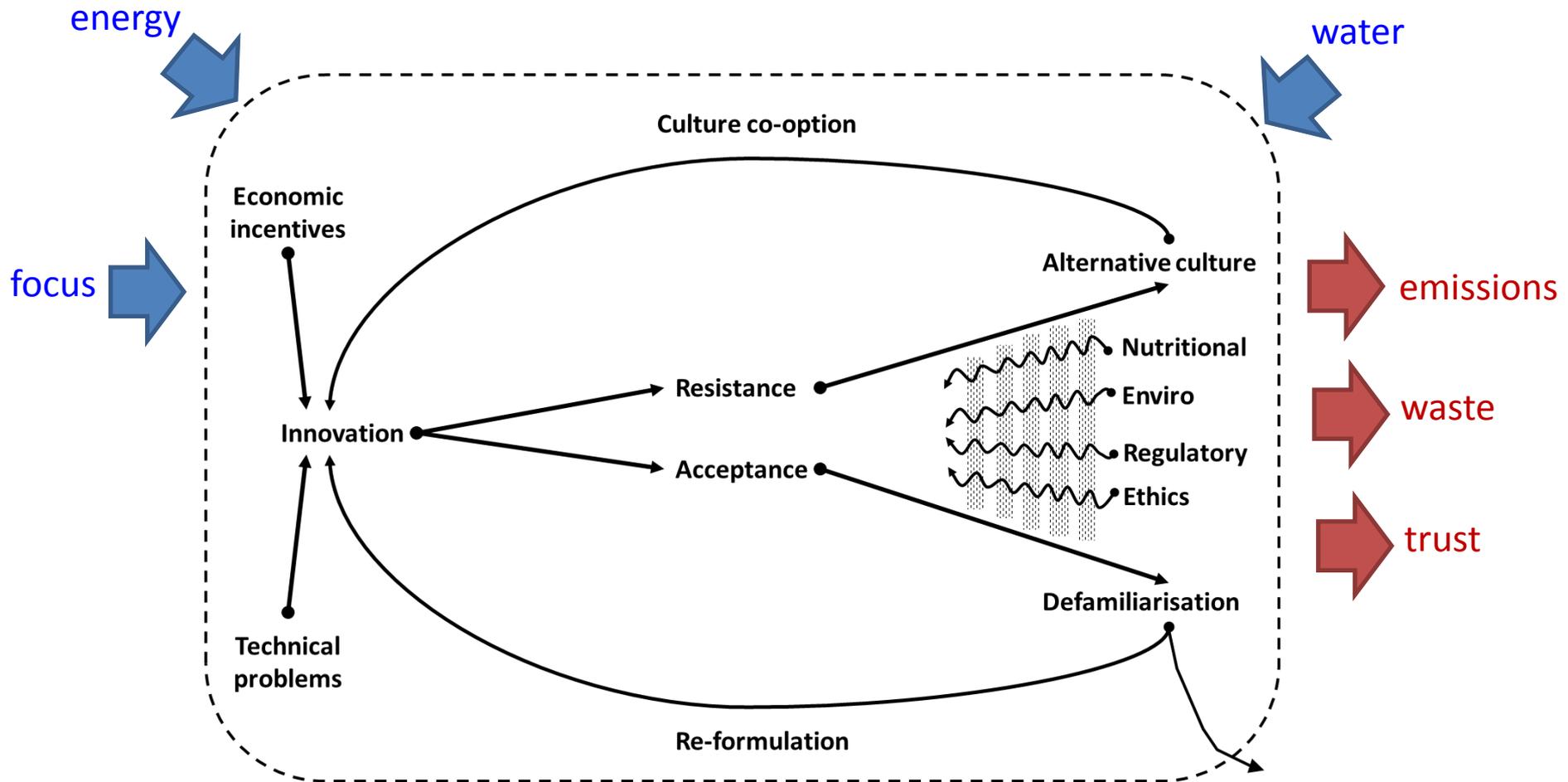Protein	Calories
Vitamins and minerals	Fat
Omega fatty acids	Sugar
Probiotics	Saturated fat
Phytochemicals	*trans* fat
Polyphenols and flavonoids	Gluten
Resveratrol and curcumin	A1 β-casein
Low GI sugar	Pathogens
	FODMAPS
	Cholesterol

- In literature:
  - To make the familiar strange, resulting in a richer perception of the familiar by the reader (or the choice of a different genre?).
  - e.g., Kafka's Gregor, Tolstoy's account of flogging*

- Of food:
  - To transform food into information, demanding a new 'literacy' that may initiate a return to familiar food (or a ceding of food choice?).
  - e.g., eating is a preventative measure, not an enjoyable act
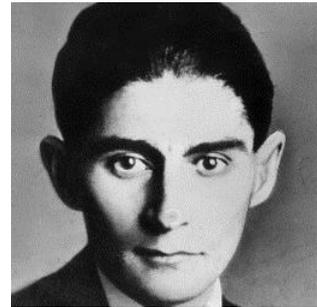
* Victor Shklovsky – *Art as Technique*

Feedback loops and hindered forces

Sustainable? Worthwhile???