

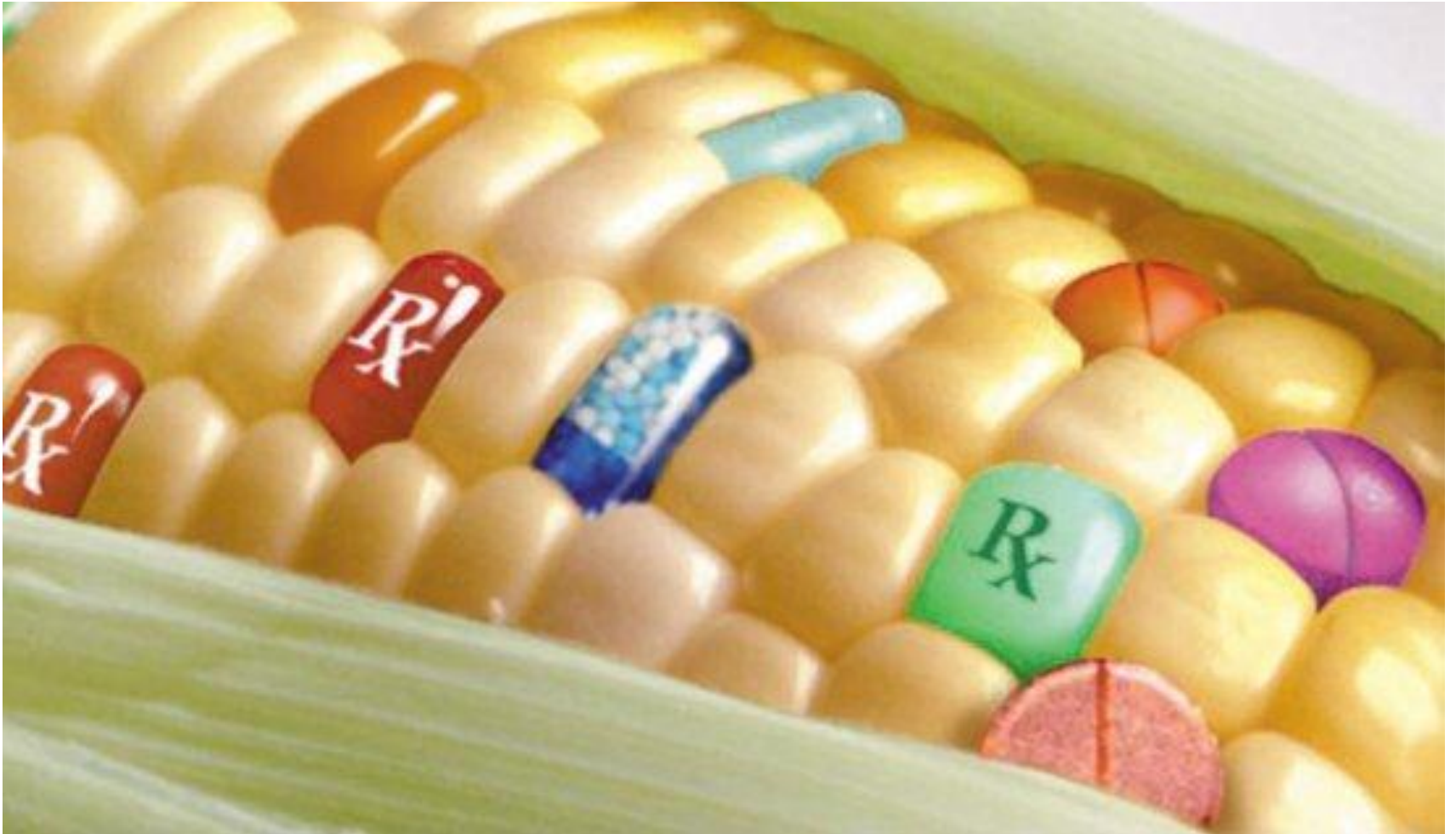
What's Wrong with Processed Food?

Processed food defined:

- raw ingredients transformed into food
- food altered for safety, marketability
- Simple methods: cooking, slaughtering, drying, fermenting, preserving with salt
- Complex methods: canning, freezing, refrigeration, dehydration, pasteurizing, curing



Genetically-modified foods



Genetically-modified animals

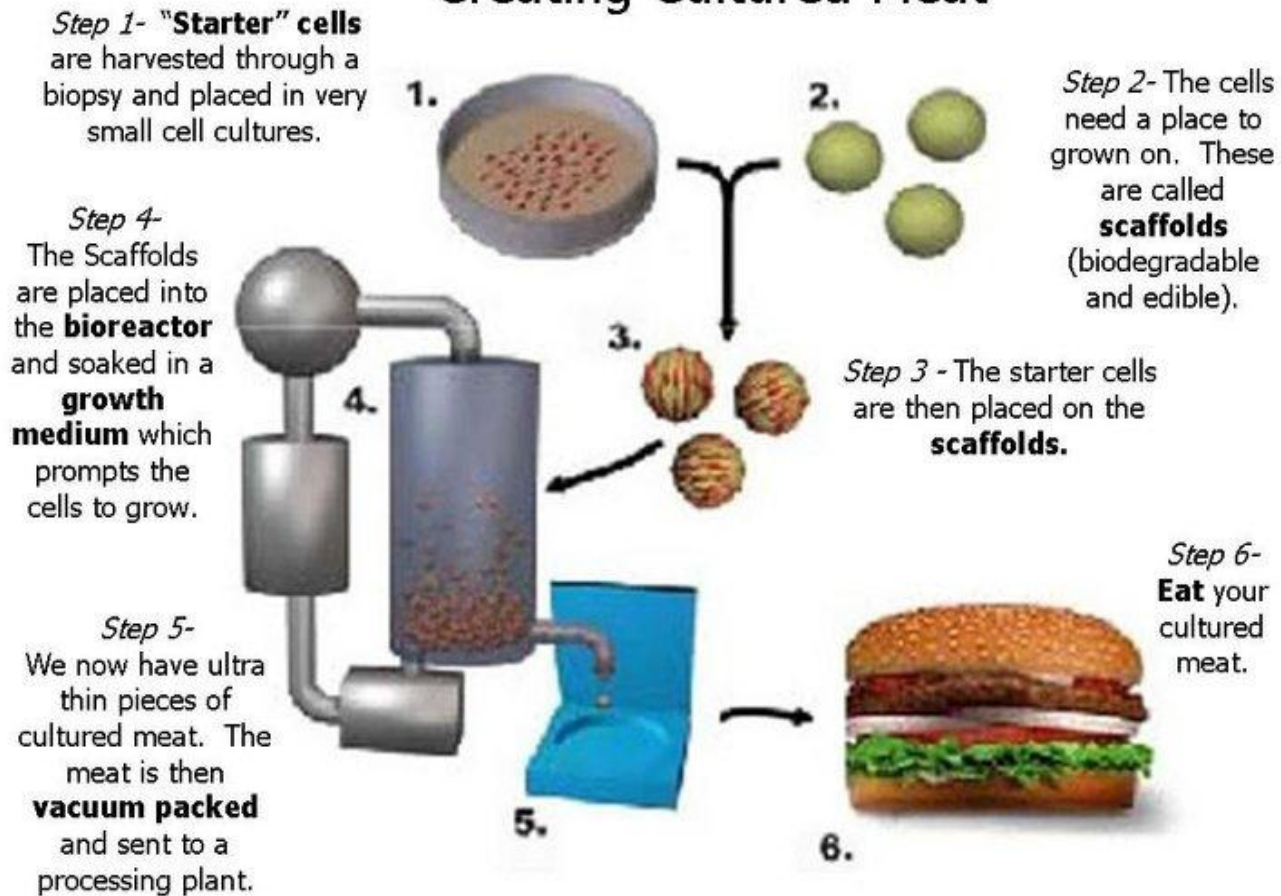


Functional foods



In vitro meat

Creating Cultured Meat



Frankenfood?!

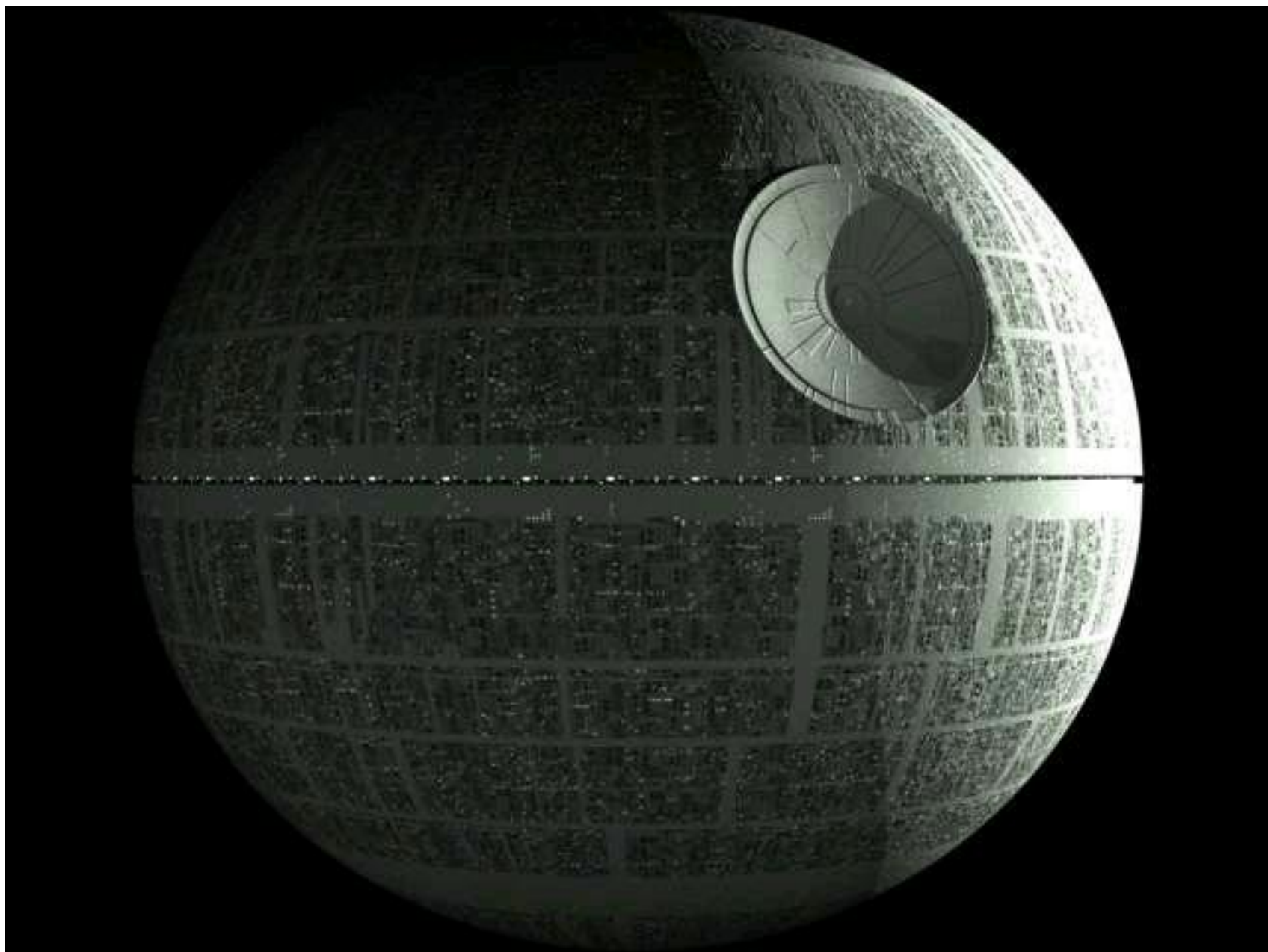


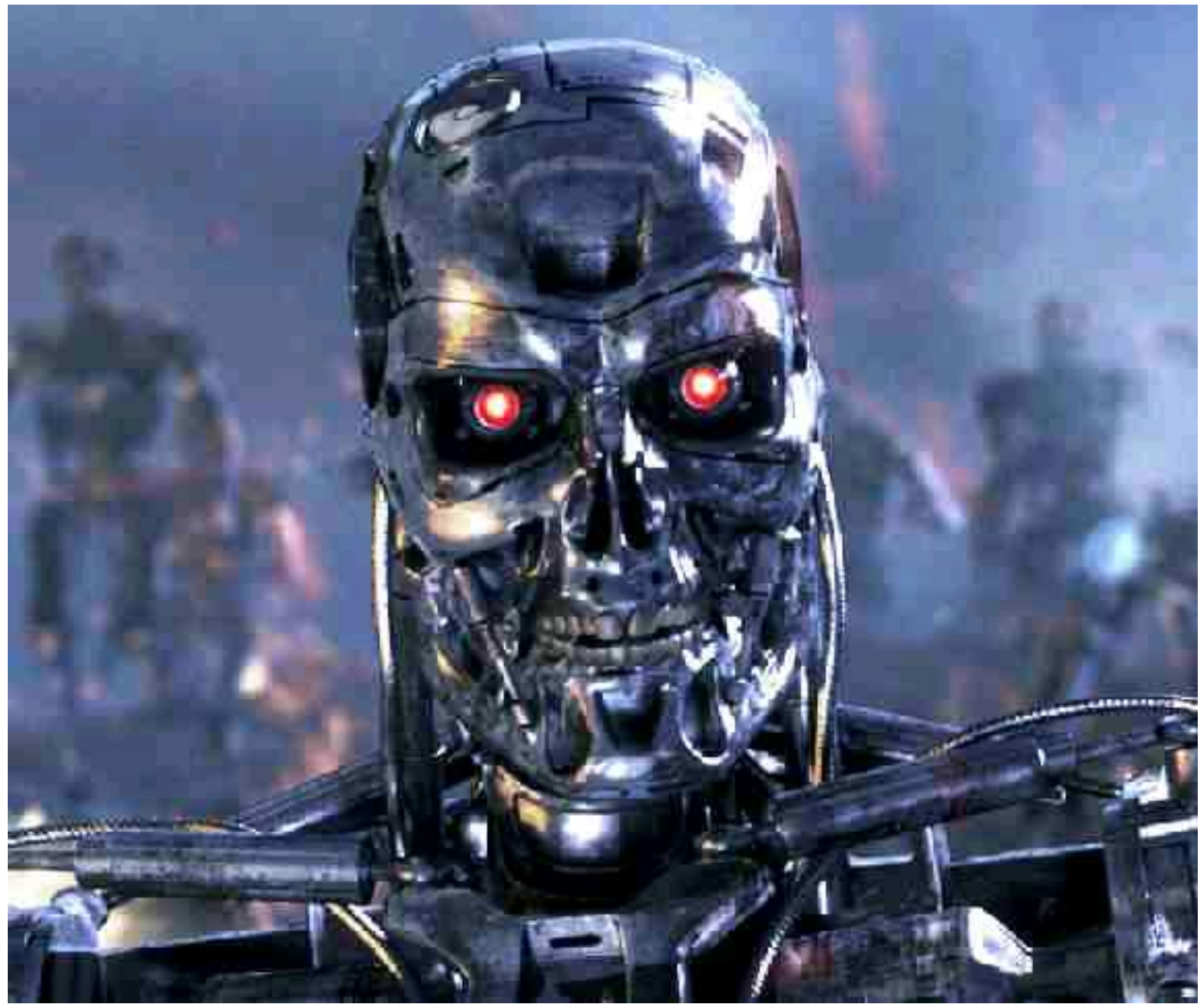
Isn't real food something like this?



Technology as dehumanizing











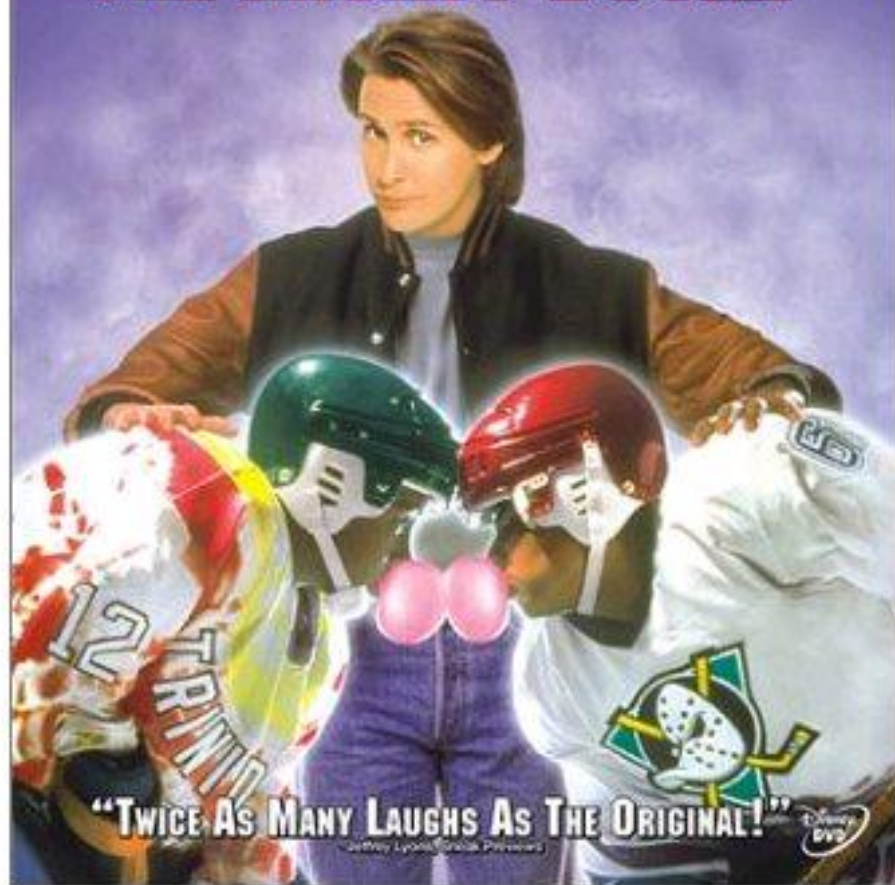


EMILIO ESTEVEZ

Disney's

D2

THE MIGHTY DUCKS



"TWICE AS MANY LAUGHS AS THE ORIGINAL!"

(Arthur Lyons, *Orlando* Preview)







Romantic techno-myth

The good guys are:

- Genuine
- Down-to-earth
- Mixed
- Humane
- Heart
- Real people

The bad guys are:

- Insincere
- Uptight
- Uniform
- Robotic
- Mind
- Soulless machines

Food techno-myth

Real food is:

- Pure
- Local
- Organic
- Particular
- Unique/heirloom
- Tastes good
- Virtuous small farmers

Techno-food is:

- Processed
- Global
- Industrial
- Universal
- Conformist
- Tastes bad
- Heartless corporations

What if there are only benefits?



- ❑ Toxin removal, preservation, shelf-life
- ❑ Transportation, distribution
- ❑ Better for animals
- ❑ Better for the environment
- ❑ Taste, convenience
- ❑ Better, more healthful

Hard and soft impacts



- Hard = health, safety, environmental, human rights
- Soft = lifestyle, preference, cultural change
- Empirical vs. normative hard impacts
- Hard and soft: negative and positive

Negative soft impacts

□ GE food

- strikes us as creepy?
- doesn't square with our sense that food should be natural?
- rather not risk it?
- transforms traditional farming?
- doesn't fit sense of self?

Negative soft impacts

□ GE animals

- strikes us as extra creepy?
- Yuck factor?
- quality of life for the animals?

□ Functional foods

- bad tasting?
- commercial nonsense?

Negative soft impacts

□ Junk food

- bad tasting?
- homogenizing?
- undermines local, regional cuisines?

□ In vitro meat

- no advantages over vegetarianism?
- doesn't taste the same as the real thing?

Positive soft impacts



- Junk food?
- GE food and animals?
- Functional food?
- In vitro meat?

Positively affects the quality of our lives

Food is political not metaphysical



- Avoid Romanticism
- Avoid fetishizing nature
- Avoid techno-phobia
- Avoid Provincialism/Traditionalism