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
Junk Food/Convenience Foods
Genetically-modified foods
Genetically-modified animals
Functional foods
In vitro meat

Creating Cultured Meat

1. "Starter" cells are harvested through a biopsy and placed in very small cell cultures.

2. The cells need a place to grow on. These are called scaffolds (biodegradable and edible).

3. The starter cells are then placed on the scaffolds.

4. The Scaffolds are placed into the bioreactor and soaked in a growth medium which prompts the cells to grow.

5. We now have ultra thin pieces of cultured meat. The meat is then vacuum packed and sent to a processing plant.

6. Eat your cultured meat.
Frankenfood?!
Isn’t real food something like this?
Technology as dehumanizing
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