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Good Food, Bad Food

Gunnar Trumbull

Harvard Business School

War and Innovation

French technologies

- ” Canning (1809)
- ” Oleo-margarine (1869)
- ” Frozen foods (1877)

American foods

- ” Borden’s canned milk (1857)
- ” Birdseye seafoods (1922)

World War II

U.S.

- ” Quality grades for food match military organization
- ” Focus on dietary supplements in food

France

- ” Standardizes pots and pans as a potential export
- ” Focus on minimum caloric needs



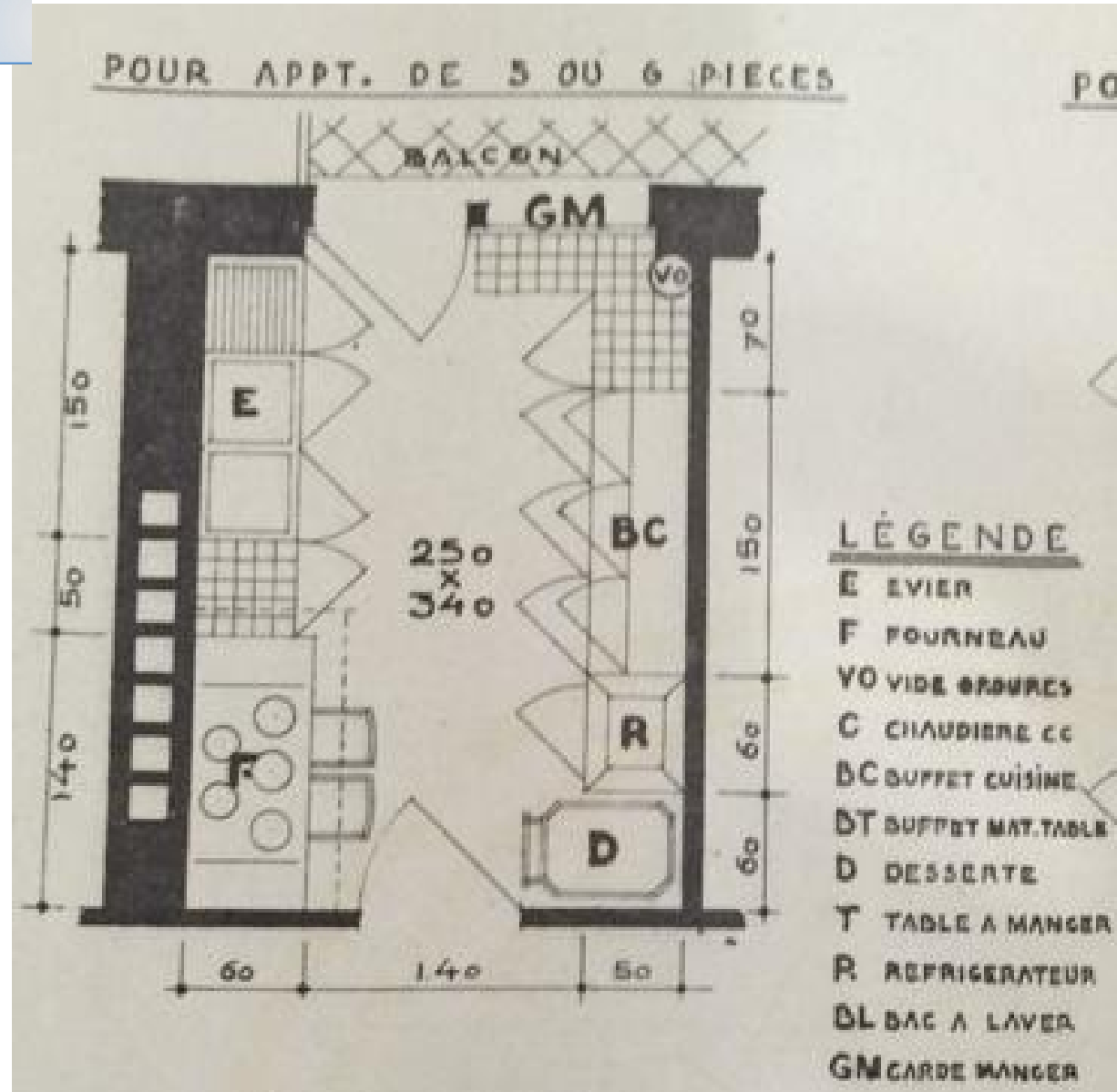
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Postwar

New housing

- ” France incorporates “American kitchen” (2m x 3m)
- ” Americans reject kitchen efficiency movement





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Postwar

Electricity

- ” Americans buy stoves and refrigerators
- ” French buy pressure cookers and electric coffee grinders





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Role of Women – U.S.

Professionalization outside of the house

Training focuses on food science and home economics

Alliance with food producers to fund FDA

Support from anti-union progressive industrialists



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Role of Women - France

Alliance with Catholics and labor

Factory training to return women to the household

Concern about birth rates and rural depopulation

Michelin 3-Star Restaurants (per million)

