

# The representation of food preservation types in Flemish women's magazines (1945-1960)

Anneke Geyzen

FOST – Social & Cultural Food Studies



Vrije Universiteit Brussel

# introduction \_ historiography

- development industrial food chain
  - 19th – 20th centuries
  - innovative technologies
  - teleological process
- diverging images preservation types
- rural vs. urban households

# approach \_ theory & research questions

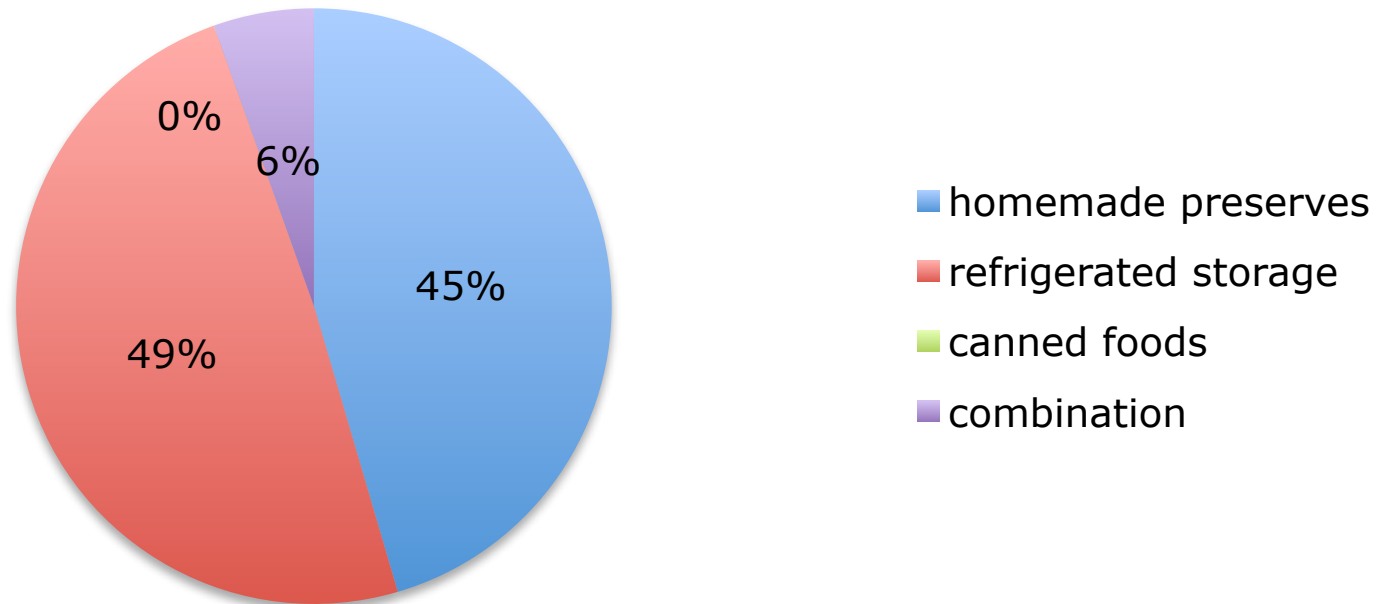
- antinomies of taste
  - custom – innovation
  - interaction customary and innovative preservation techniques?
  - representation of familiar and new preservation techniques?

# approach \_ context - sources & methodology

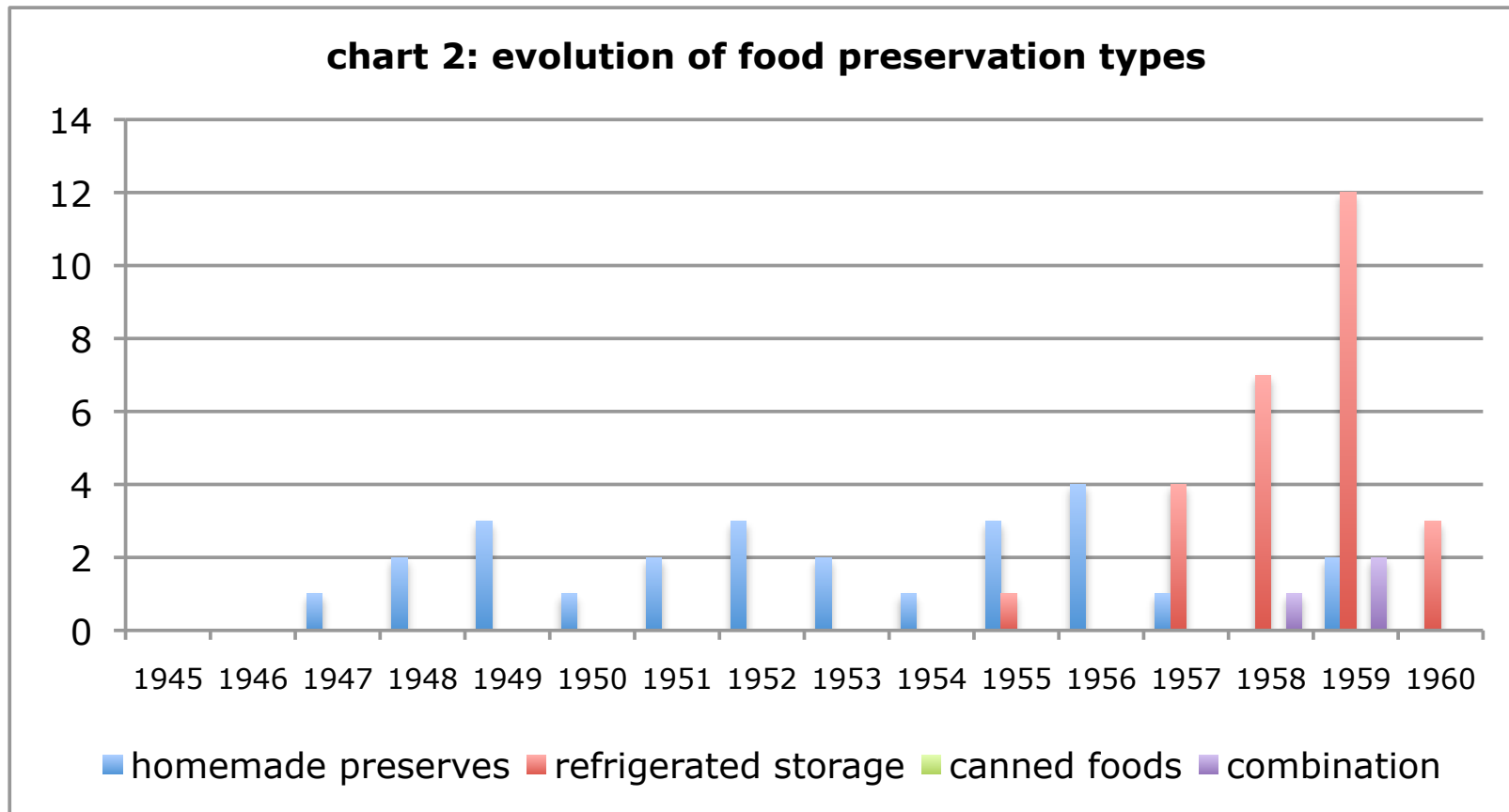
- Flanders before 1945
- women's magazines
  - rural magazine: *The Farmer Woman/At the Fireplace*
  - urban magazine: *The Woman's Empire*
- quantitative analysis: 55+64 articles
- qualitative analysis: concepts

# analysis \_ the rural magazine

**chart 1: articles on food preservation types**



# analysis \_ the rural magazine



# analysis \_ the rural magazine

## homemade preserves

- advantages
  - custom: seasonality
  - good taste
- disadvantages
  - custom: yearly chore
  - time-consuming

# analysis \_ the rural magazine

## commercialised canned foods

- advantages
  - innovation
  - time-saving
- disadvantages
  - bad taste
  - high price

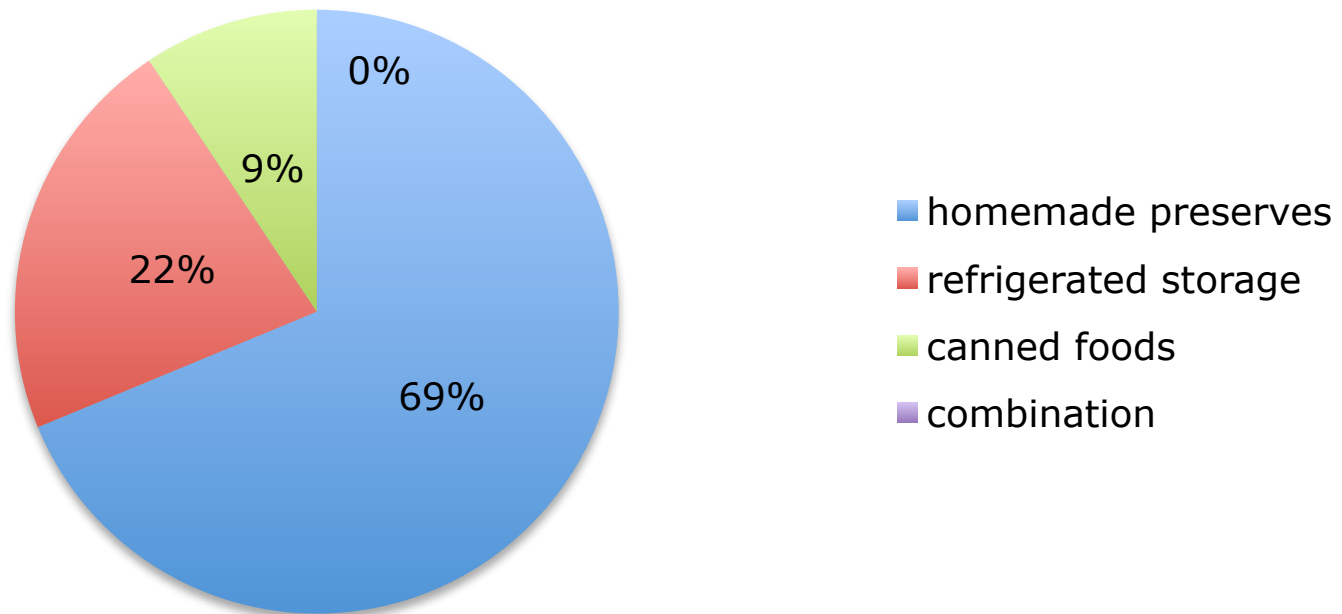
# analysis \_ the rural magazine

## artificial cold

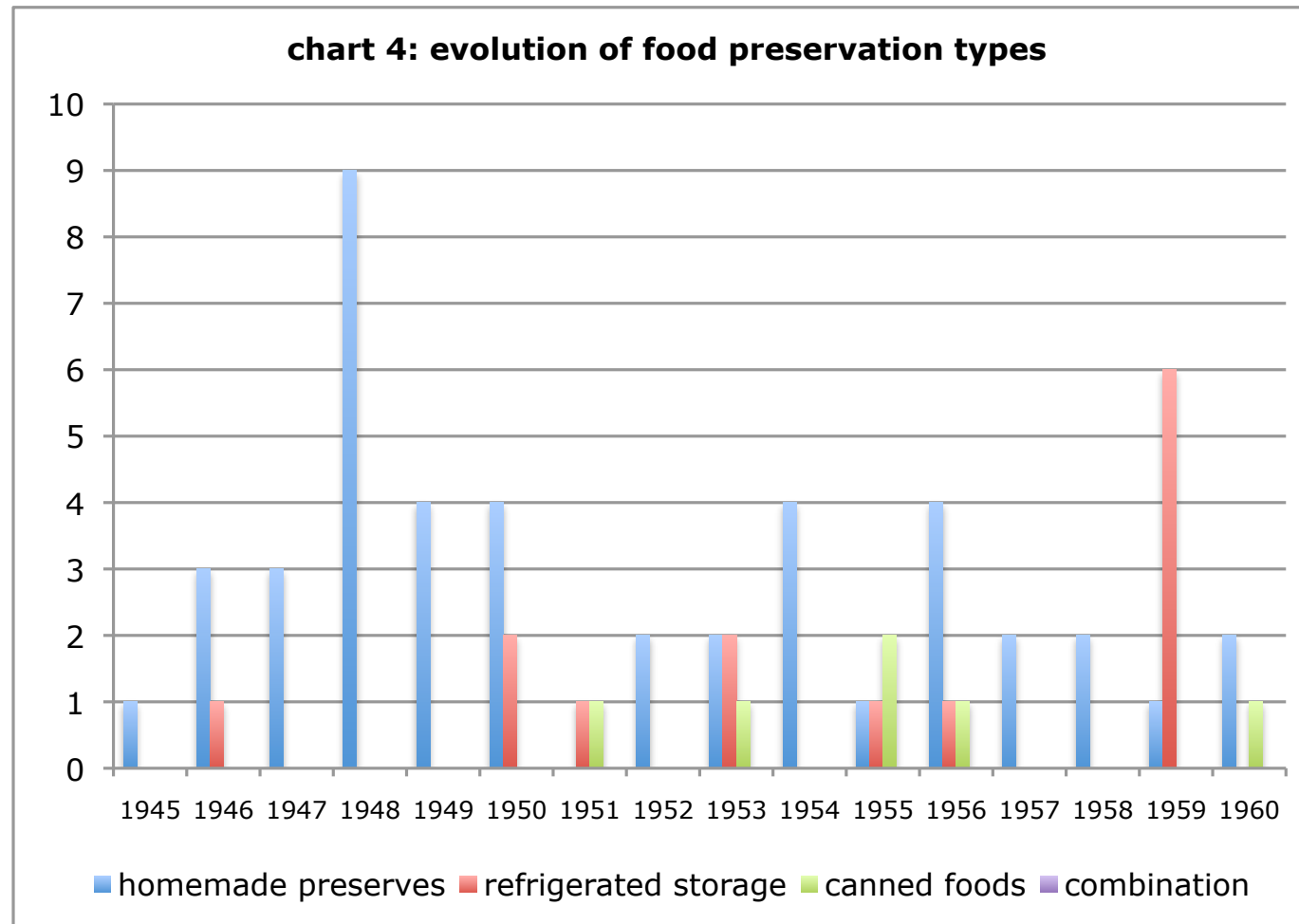
- advantages
  - innovation: education
  - custom: seasonality
  - good taste
  - healthy
  - time-saving
- disadvantages?

# analysis \_ the urban magazine

**chart 3: articles on food preservation types**



# analysis \_ the urban magazine



# analysis \_ the urban magazine

## homemade preserves

- advantages
  - custom: seasonality
  - tradition
  - nostalgia
  - time-saving
- disadvantages?

# analysis \_ the urban magazine

## commercialised canned foods

- advantages
  - innovation → education
  - time-saving
  - health
- disadvantages
  - high price

# analysis \_ the urban magazine

## artificial cold

- advantages
  - innovation → education
  - time-saving
  - comfort
- disadvantages
  - high price
  - space constraints

# conclusion

## the rural magazine

- innovation outnumbered custom
  - homemade preserves: tasty but time-consuming
  - artificial cold: tasty and time-saving

## the urban magazine

- custom outnumbered innovation
  - homemade preserves: return to prewar normality
  - commercial canned foods: time-saving but expensive