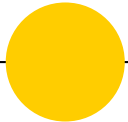
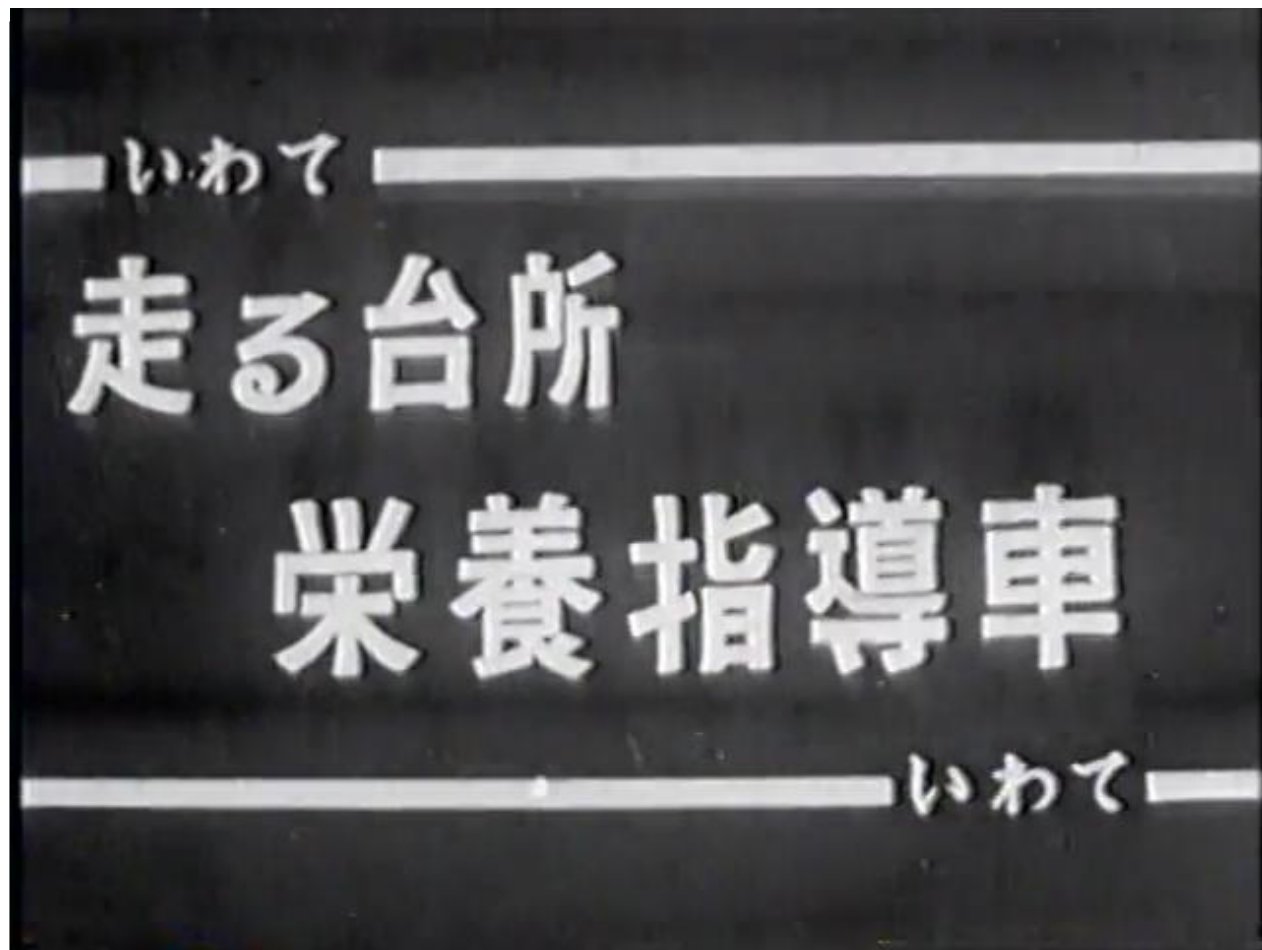


INGRAINED HABITS

**The Kitchen Cars, the (Bio)politics of American Wheat
Promotion & the Transformation of Japan Diet & Identity,
1956~1960**







If thine enemy be hungry, give him bread to eat

“

5



栄養指導車

“KITCHEN CARS”

6

TWO-PRONGED US STRATEGY

SCHOOL LUNCH: FEED KIDS BREAD & MILK

KITCHEN CARS: TEACH MOMS HOW TO COOK W/ WHEAT

To expand consumption of wheat... in Japan



“

8

WIN-WIN?

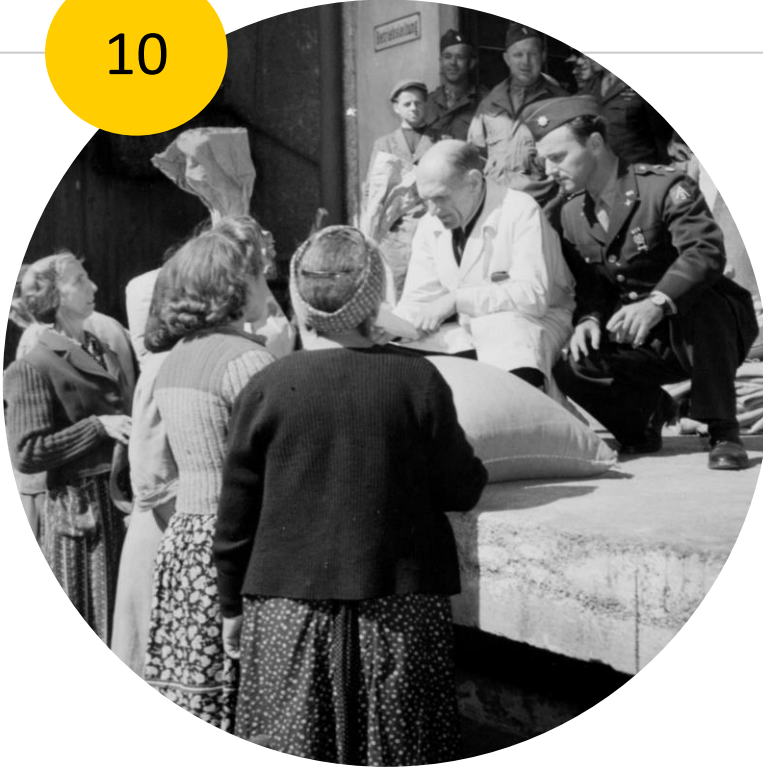
JAPAN: CHEAP, NUTRITIOUS FOOD FOR REBUILDING
U S A: RICH EXPORT MARKET & COLD WAR ALLY

9

1954: PIVOTAL YEAR

PL480 & OWGL → JAPAN

10



PL480

- I. Foreign currency for US produce
- II. Emergency disbursement
- III. Non-profit relief
- IV. Strategic surplus barter

11

1952~ NUTRITIONAL IMPROVEMENT

ŌISO TOSHIO @ HEALTH MINISTRY → WHEAT > RICE

12



1947~ SCHOOL LUNCHES

THE OTHER PRONG...

著作権等の都合により、
ここに挿入されていた画像を削除しました

「キッチンカー活躍」の画像
保健婦雑誌(1954), VLNO:8-4,41-48

KITCHEN CAR (TOKYO)

14

著作権等の都合により、
ここに挿入されていた画像を削除しました

「キッチンカー」の画像
財団法人日本食生活協会

SPECS & STATS

Customized Nissan E-591 chassis

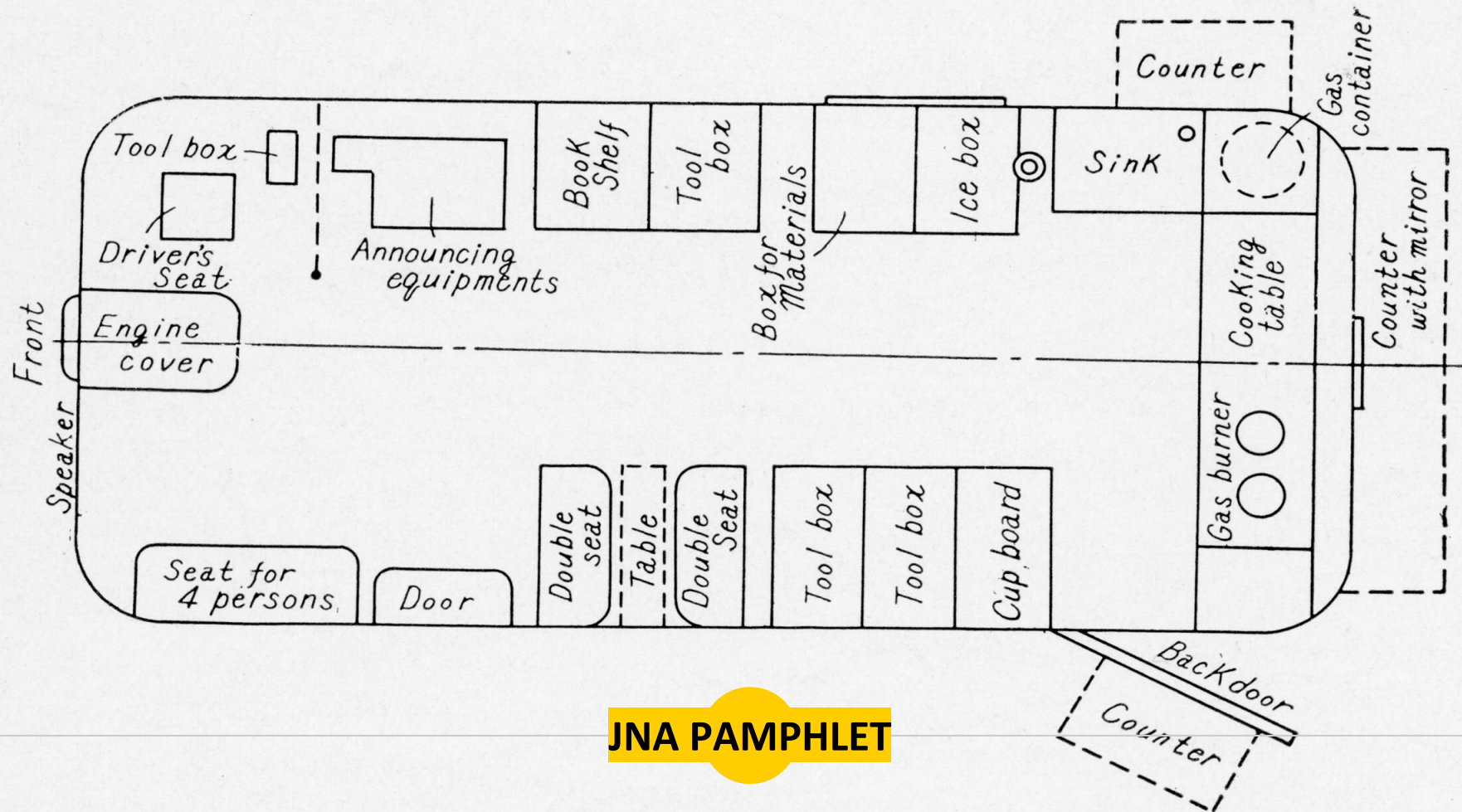
- Length 6.85m
- Width 2.31m
- Height 2.70m
- Interior height 1.72m

~1960:

- 575,000km
- 20,000 venues



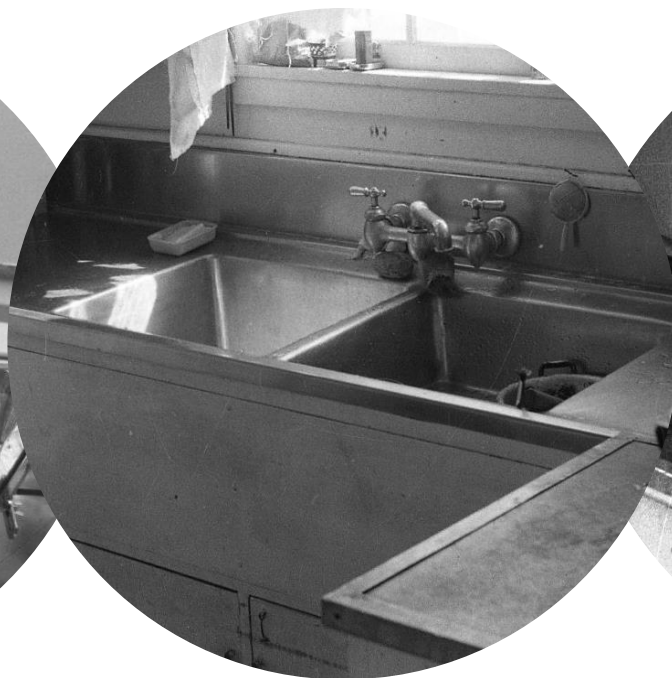
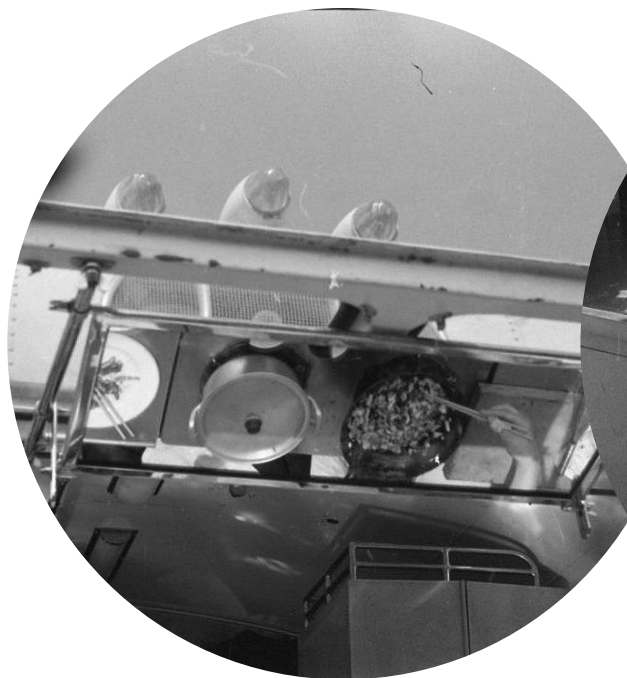
青森県立郷土館所提供



JNA PAMPHLET



INTERIOR VIEWS



18

1960~ POST-PL480

JAPANESE FUNDING = KC ↗

For urban young married couples, rice is missing from the breakfast table. For them it's toast, hot tea or coffee, and often... breakfast cereals.



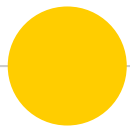
“

20

VICTIMS OF TV + OWN SUCCESS?

1. TV OWNERSHIP ↗

2. CHANGING DIET IN CITIES → COUNTRYSIDE



MATSUTANI MICHIKO

JNA VICE-CHAIR

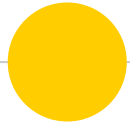
They bought us a dozen brand-new buses, each costing ¥4 million. Plus, they funded the drivers' salaries and gasoline to the tune of ¥600,000/mo, and even made pamphlets for us. I heard it cost upward of ¥100 million over 6 yrs."



“

“Its goal was purely national nutritional improvement... Promoting wheat-based food and nutritional improvement would naturally lead to increased wheat consumption. Because America understood this, they left operations entirely up to us.”

“



RICHARD BAUM

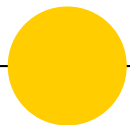
OWGL REPRESENTATIVE

“The kitchen demonstration buses became a very good propaganda device... Housewives would come out and gather around and learn how to make different wheat foods and then they would get to sample the wheat foods. And they found these very delicious...”

“

おいしいです。もう少し。

“



Fin



Sources Used & Cited in Slides

IMAGES/VIDEO

Slides 2, 5, 15, 17, 28 Courtesy of Aomori Prefectural Museum

Slide 3 Courtesy of Iwate Prefecture

Slide 12 Courtesy of Iwaki City

Slide 13 From “Kitchin kā katsuyaku.” 1954. *Hokenfu zasshi* 8 (4): 48.

Slide 14 Courtesy of Japan Dietary Life Association

Slide 16 Courtesy of Hellen Strow Collection, Michigan State University

QUOTATIONS

Slide 7 Hardin, Lowell S., and Leon F. Hesser. 1961. “The Effectiveness of Agricultural Market Development Projects in Japan.” *Purdue University Agricultural Experiment Station Research Bulletin* 719: 19.

Slide 8 Anonymous. 1979. “Japan—Oregon’s Best Market.” In *Amerika komugi senryaku*, 198–201. Ie no Hikari Kyōkai.

Slide 19 Hallowell, Elmer W. 1967. “Promotion of U.S. Farm Products in Full Swing in Japan.” *Foreign Agriculture* V (39): 11.

Slides 21-26 Takashima Teruyuki. 1978. *Shokutaku no kage no seijōki: kome to mugi no sengoshi*. NHK.