INGRAINED HABITS
The Kitchen Cars, the (Bio)politics of American Wheat Promotion & the Transformation of Japan Diet & Identity, 1956~1960
青森県立郷土館所提供
岩手県政映画 NO.1(1963)
If thine enemy be hungry, give him bread to eat
栄養指導車
“KITCHEN CARS”
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
WIN-WIN?

JAPAN: CHEAP, NUTRITIOUS FOOD FOR REBUILDING
U S A: RICH EXPORT MARKET & COLD WAR ALLY
1954: PIVOTAL YEAR

PL480 & OWGL → JAPAN
I. Foreign currency for US produce
II. Emergency disbursement
III. Non-profit relief
IV. Strategic surplus barter
1952~ NUTRITIONAL IMPROVEMENT

ŌISO TOSHIO @ HEALTH MINISTRY → WHEAT > RICE
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
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
INTERIOR VIEWS

青森県立郷土館所提供
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.
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 14 Courtesy of Japan Dietary Life Association
Slide 16 Courtesy of Hellen Strow Collection, Michigan State University

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