

# SYLLABUS (VERSION 6/23/12)

## REGIONAL FOOD PRODUCTS AND PROCESSING IN MICHIGAN

Environmental Studies and Agriscience (ESA) 491  
Summer 2012, session 1 (May 15 to June 28)

Tuesday and Thursday, 11:30 a.m.–2:20 p.m.  
Michigan State University

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**Credits:** 3

### Course Purpose

The purpose of this course is to examine food processing as a diverse and dynamic feature of Michigan's economy and agrifood landscape, and to explore its historical and regulatory context.

### Course Objectives

- 1) To explore the historical development of food processing in Michigan.
- 2) To engage with a diversity of current Michigan processors, artisanal and industrial, producing at small and large scales.
- 3) To think about differences between small and large scales of processing and between artisanal and industrial approaches to processing.
- 4) To understand the historical development of food safety regulations and current issues in food safety policy.

### Learning Outcomes

Students will be able to:

- 1) communicate the historical importance of food processing to Michigan's economy and agrifood landscape;
- 2) describe the motivations, challenges, and activities of a diversity of processors;
- 3) characterize divergent scales of and approaches to processing and discuss the connections between them; and
- 4) articulate common justifications for food safety regulations.

### Readings

Readings are listed within each session below. They are posted on the course website.

## **Assignments and Grading**

### **Writing Assignments Each Session (30% of the course grade)**

Short writings on course readings are due by midnight on the night before class. Writings are a minimum length of 150 words. Writings must respond to the session's discussion questions, and they will be graded for substance and for quality of writing (spelling, grammar, and construction).

### **Mid-Term Paper (20% of the course grade)**

Due June 21 at the beginning of class (11:30 a.m.)

- Length is minimum 8 pages, double-spaced, 1" margins all around, Times New Roman 12-pt font.
- Bibliography and any end notes are in addition to the page requirement.

### **Mid-Term Exam (20% of the course grade)**

A mid-term exam on May 31 covers the basic concepts introduced during the initial section of the course. It is one hour long, open-book and open-notes, and consists of short-answer and short-essay questions.

### **Presentation (10% of the course grade)**

Students present their mid-term paper to the class. The final class session (June 28) is reserved for presentations. Presentations are 10 minutes long, with an additional 5 minutes for questions.

### **Attendance and Participation (20% of the course grade)**

Students are expected to attend class in person and to participate in class discussions. This is particularly important as many sessions feature a guest speaker. One class may be missed by prior arrangement, i.e., by verbal or email communication before the start of class.

### **Grading Scale**

94 to 100% - 4.0  
87 to 93% - 3.5  
80 to 86% - 3.0  
75 to 79% - 2.5  
70 to 74% - 2.0  
65 to 69% - 1.5  
60 to 64% - 1.0  
<60% - no credit

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## Schedule

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### Part 1: Background

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#### **Session 1. Course Introduction and Historical Overview of Food Processing (May 15)**

##### **Objectives**

- Course housekeeping:
  - To share our backgrounds and interests and, where applicable, experience in food processing (including activities like home canning).
  - To review the syllabus and course requirements and clarify any questions.
  - To decide on topics for the June 21 and June 26 sessions and speakers/field trips for some other sessions.
- To review some of the historical developments in food processing in Michigan and elsewhere

##### **Guest Speaker**

- Dr. Mark Uebersax, Professor Emeritus, MSU Department of Food Science and Human Nutrition
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#### **Session 2. Food Processing: The Current Situation (May 17)**

##### **Due**

Writing assignment, by midnight before class, on these discussion questions:

- Discuss two processing techniques: When were they invented or discovered? What needs did they address—what food supply problems did they overcome?
- Identify three ways in which processing has changed in Michigan over the past century or so. Make sure to cite your sources—identify where you found the information. What do you think has driven these changes?

##### **Objectives**

- To understand the practical challenges facing food processor entrepreneurs.
- To become familiar with the current state of food processing in Michigan.

##### **Required Readings**

Historical readings related to Session 1:

- Goody, Jack. 1997. "Industrial food: Towards the development of a world cuisine." Chapter 24 (excerpt), pp. 338–346 in Carole Counihan and Penny van Esterik, ed. *Food and Culture: A Reader*. New York: Routledge.
- Graff, George. 1999. "From farms and lakes to the kitchen table: Michigan's historic food industries" (Radio script: WFMK (FM) In contact series). WFMK (FM) (Lansing, Mich.). **Read** Questions 10, 11, and 13, pp. 17–21, 23–25.

Contemporary readings—read in this order:

- Melton, James. 1986. "Consolidations characterize food industry." *Crain's Detroit Business*. August 18.

- Knudson, William A., Steven Miller, and H. Christopher Peterson. 2010. "The economic impact of the Michigan food processing industries." East Lansing, Mich.: Michigan State University Product Center for Agriculture and Natural Resources. **Read** pp. 1–10.

### Optional Readings

- Daly, Pete. 2010. "Food means work for Dan Vos Construction." *Grand Rapids Business Journal*. August 9.
- Kackley, Rod. 2012. "MiFOOD highlights ag's economic potential." *MiBiz.com*. April 27. <http://www.mibiz.com/news/agribiz/19588-mifood-highlights-ags-economic-potential.html>. Accessed May 15, 2012.
- Knudson, William A. and H. Christopher Peterson. 2012. "The Economic impact of Michigan's food and agriculture system." East Lansing, Mich.: Michigan State University Product Center for Agriculture and Natural Resources.

### Guest Speaker

- Ron Steiner, Regional Business Counselor for MSU Product Center for Agriculture and Natural Resources, and Executive Director of the Starting Block business incubator kitchen in Hart, Mich.  
"Growing the food processing sector in Michigan from start-ups to sustainable businesses"

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## Session 3. Regulation of Food Processing: History (May 22)

### Due

Writing assignment, by midnight before class, on these discussion questions:

- Discuss two processing techniques: When were they invented or discovered? What needs did they address—what food supply problems did they overcome?
- Identify three ways in which processing has changed in Michigan over the past century or so. What do you think has driven these changes?

### Objectives

- To explore changes in food production technologies and distribution systems during the nineteenth century.
- To examine the relationship of these changes to food safety legislation in the US.
- To consider the implications of government regulation for agrifood production.

### Required Readings (read in this order)

- Vileisis, Ann. 2008. "Denaturing the senses." Chapter 4, pp. 74–95 in *Kitchen Literacy: How We Lost Knowledge of Where Food Comes From and Why We Need to Get It Back*. Washington, D.C.: Island Press.
- Lewis, Carol. 2002. "The 'poison squad' and the advent of food and drug regulation." *FDA Consumer* 36(6): 12-15.
- Goodwin, Lorine Swainston. 1999. "Introduction." Pp. 5–13 in *The Pure Food, Drink, and Drug Crusaders, 1879-1914*. Jefferson, NC: McFarland.

### Optional Readings

- Wilson, Bee. 2008. "Honest labels and pure ketchup." Excerpt of Chapter 4, "Pink margarine and pure ketchup," pp. 200–210 in *Swindled: The Dark History of Food Fraud, from Poisoned Candy to Counterfeit Coffee*. Princeton, NJ: Princeton University Press.

- New York Times staff. 1899. "Roosevelt on Army beef: Testifies that the canned roast stuff sickened his men; would sooner eat his hat." *New York Times*. March 26.

### Video

- Princeton University Press interview with Bee Wilson about *Swindled*, 30 min. (This book appears in the Optional Readings list above.)

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## **Session 4. Policy Affecting Food Processing: Current Developments (May 24)**

### **Due**

Writing assignment, by midnight Wednesday night:

- Identify two measures that the state government could take to encourage a specific type of processing.
- What would those measures achieve:
  - Who would gain from them, and in what ways?
  - Who would lose, and in what ways?

### **Objectives**

- To explore trends in policy affecting food processing.
- To examine current issues, such as the cottage food law and the raw milk controversy.

### **Required Readings**

Read the first two articles before the last two articles. The first two are general, and the second two are about specific policies.

- Cantrell, Patty. 2010. "Food Charter: Growing Success for Small Farms: 25-step plan points way to more jobs, better health, stronger state economy." Traverse City, Mich.: Michigan Land Use Institute. September 30. <http://www.mlui.org/farms/fullarticle.asp?fileid=17445>. Accessed March 22, 2012.
- Michigan Food Policy Council. 2006. "Report of recommendations." Chapter 1 (Introduction) and Chapter 2 (Growing the agri-food economy), pp. 11–18. Lansing, Mich.: Michigan Food Policy Council.
- Jarema, Morgan. 2011. "Home-based businesses benefit from Michigan's cottage food law." *Grand Rapids Press*. July 10.
- Michigan Food and Farming Systems. 2009. "Michigan Fresh Unprocessed Whole Milk Workgroup." East Lansing, Mich.: Michigan Food and Farming Systems.

### **Optional Readings**

- Gumpert, David E. 2008. "Got raw milk?" *Boston Globe*. March 23.
- Hassanein, Neva. 2011. "Matters of scale and the politics of the Food Safety Modernization Act." *Agriculture and Human Values* 28(4): 577-581.

### **Guest Speaker**

- Byron Beerbower, Compliance Manager, Food and Dairy Division, Michigan Department of Agriculture and Rural Development

## **Session 5. “Artisanal” and “Industrial” Production (May 29)**

### **Due**

Writing assignment, by midnight Monday night 5/28

- What are two characteristics that you associate with “artisanal” food?
- What are two characteristics that you associate with “industrial” food?
- Does it matter to you whether a food is “artisanal” or “industrial”? In what ways does it matter, and in what ways doesn’t it?

### **Objectives**

- To examine different approaches to processing.
- To consider the implications of different scales of production.

### **Required Readings**

- Paxson, Heather. 2011. “The ‘art’ and ‘science’ of handcrafting cheese in the United States.” *Endeavour* 35(2-3): 116-124.
- Tregear, Angela. 2003. “From Stilton to Vimto: Using food history to re-think typical products in rural development.” *Sociologia Ruralis* 43(2): 91-107. **Read** pp. 94–104.
- Delhi Charter Township Downtown Development Authority. 2012. “Incu-BaKe: Shared-use kitchen supports food entrepreneurs.” *Our Town* 34: 1.

### **Highly Recommended Optional Readings**

- Clarke, C. 2004. “The story of ice cream.” Chapter 1, pp. 1–12 in *The Science of Ice Cream*. Cambridge, UK: The Royal Society of Chemistry.
- McGee, Harold. 2004. “Butter and margarine” (excerpt), p. 33 in *On Food and Cooking*. New York: Scribner.

### **Optional Reading**

- Tregear, Angela. 2005. “Lifestyle, growth, or community involvement? The balance of goals of UK artisan food producers.” *Entrepreneurship and Regional Development* 17: 1–15.

### **Review for Mid-Term (exam to be given in Session 6, May 31)**

### **Field Trip**

- Incu-BaKe shared-use commercial kitchen, Holt

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## **Part 2: Survey of Michigan Food Products**

### **General Objectives of Each Session**

- To review the history of these products in Michigan.
- To gain a basic understanding of the motivations, challenges, and activities of processors.
- To explore the connections of these products with other agrifood products and developments.

## **Session 6. Dairy Products (May 31)**

### **Mid-term exam**

- Today in class

### **No Required Reading**

### **Optional Reading**

- Dickens, Laurie Catherine. 2010. Pp. 27–29, 51–61, 87–89, 165–170 in “Cheese fever: A history of ‘Soft Michigan’ cheese.” PhD Dissertation, Michigan State University.
- McGee, Harold. 2004. “Cheese” (excerpt), pp. 51–56 in *On Food and Cooking*. New York: Scribner.

### **Field Trip**

- MSU Dairy Plant
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## **Session 7. Fruits and Vegetables (June 5)**

**Class meets in room 338 today.**

### **Due**

Writing assignment, by midnight Monday night 6/4.

### **Required Readings**

- Dickens, Laurie Catherine. 2010. Pp. 27–29, 51–61, 87–88, 165–169 in “Cheese fever: A history of ‘Soft Michigan’ cheese.” PhD Dissertation, Michigan State University.
- Koch Membrane Systems. n.d. “A clear solution for Peterson Farms’ juice making operation.” [http://www.kochmembrane.com/PDFs/KMS\\_Peterson\\_Farms\\_Case\\_Study.aspx](http://www.kochmembrane.com/PDFs/KMS_Peterson_Farms_Case_Study.aspx). Accessed May 30, 2012.
- Sinkule, Olave. 1985. “Orchards have ‘deep roots’ in history of region: Processing plants ‘less visible’ today.” *Preview: Community Weekly* (Traverse City). July 22.
- Walters, Chris. 2011. “Unwaivering [sic] ideals: Commitment to quality drives Eden Foods founder.” *Acres USA* 41(3). [http://www.acresusa.com/toolbox/reprints/AcresUSA\\_March2011\\_Potter.pdf](http://www.acresusa.com/toolbox/reprints/AcresUSA_March2011_Potter.pdf). Accessed May 31, 2012.
- Wisely, Rene. 2012. “Pickle maker snaps up space.” *Detroit News*. February 7. See also slide show at <http://apps.detroitnews.com/apps/multimedia/gallery.php?id=12073>.

### **Optional Readings**

- Nutrition Business Journal staff. 2004. “Eden Foods maintains independence in a consolidating industry.” *Nutrition Business Journal* 9(3): 18.

### **Guest Speaker**

- Leigh Anne Higgins, Principal Scientist, Nestle Nutrition—Gerber Products Co., Fremont, Mich.

## **Session 8. Meat (June 7)**

### **Due**

Writing assignment, by midnight Wednesday night 6/6.

### **Required Readings**

- Bjerklie, Steve. 1995. "On the horns of a dilemma: The U.S. meat and poultry industry." Chapter 3, pp. 41–60 in Stull, Donald D., Michael J. Broadway, and David Griffith, eds., *Any Way You Cut It: Meat Processing and Small-Town America*. Lawrence, Kan.: University Press of Kansas.
- Cantrell, Patty. 2003. "States get back into meat business." Traverse City, Mich.: Michigan Land Use Institute. January 30.  
<http://mlui.org/growthmanagement/fullarticle.asp?fileid=16414>. Accessed March 22, 2012.
- Lehnert, Richard H. 2002. Pp. 18–19 in "On-farm processing of pastured poultry: Clearing a path for legal sale of poultry processed by Michigan farmers." East Lansing, Mich.: Michigan Food and Farming Systems.

### **Optional Reading**

- Striffler, Steve. 2002. "Inside a poultry processing plant: An ethnographic portrait." *Labor History* 43(3): 306–313.

### **Field Trip**

- Merindorf Meats, Mason, Mich.

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## **Session 9. Bread and Grains (June 12)**

### **Due**

Writing assignment, by midnight Monday night 6/11.

### **Required Readings**

- Bruce, Scott and Bill Crawford. 1995. *Cerealizing America: The Unsweetened Story of American Breakfast Cereal*. Boston: Faber and Faber. Sections:
  - "Apocalypse chow." Chapter 2, pp. 10–23
  - "The original Grape-Nut." Chapter 3, pp. 24–35.
  - "The great cereal rush." Chapter 4 (excerpt), pp. 36–41.
- Rubel, William. 2011. "Parameters of taste." Chapter 3, pp. 59–79 in *Bread: A Global History*. London: Reaktion Books.

### **Optional Readings**

- Rector, Sylvia. 2009. "From hands to hearth: Artisan bread bakers use old European methods." *Detroit Free Press*. October 4.
- Rubel, William. 2011. "Bread as a social marker." Chapter 2, pp. 39–58 in *Bread: A Global History*. London: Reaktion Books.
- Zacharias, Patricia. 1999. "Snap, Crackle and Profit—the story behind a cereal empire." *Detroit News*. June 12.



### Field Trip

- Stone Circle Bakehouse, Holt
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## Session 10. Beer and Wine (June 14)

### Due

- Writing assignment, by midnight Wednesday night 6/13.

### Required Readings

- Blum, Peter H. 1999. "Detroit brewing history." Chapter 2, pp. 41–54 in *Brewed in Detroit: Breweries and Beers since 1830*. Detroit: Wayne State University Press.
- Hathaway, Lorri and Sharon Kegerreis. 2010. Pp. 21–33, 82–87, 91–95 in *The History of Michigan Wines: 150 Years of Winemaking along the Great Lakes*. Charleston, SC: History Press.
- Liberty, John. 2011. "Hop of faith: More and more entrepreneurs, farmers growing the plant for Michigan beer." *Kalamazoo Gazette*. December 11.

### Guest Speakers

- Dr. Paolo Sabbatini, MSU Department of Horticulture: "Grape and wine production in Michigan: challenges and opportunities for a cold-cool climate viticultural region in the U.S."
  - Dr. Rob Serrine, MSU Extension, Leelanau County: "Hops production in Michigan"
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## Session 11. Paper Peer Reviews (June 19)

### Due

- Draft of term paper, by midnight Monday night 6/18.

### Field Trip

- MSU Meat Laboratory, Anthony Hall
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## Session 12. Soda Pop and Cider (June 21)

### Due

- Paper brought to class or posted online before class.

### Optional Readings

- Baulch, Vivian. 1997. "Snack foods and pop, Detroit style." *Detroit News*. June 14.
- Jenkins, Robin Mather. 2005. "Artisanal to the core." *Chicago Tribune*. November 9.
- Rouch, Lawrence L. 2003. Selected sections in *The Vernor's Story: From Gnomes to Now*. Ann Arbor: University of Michigan Press.

### Field Trip

- Uncle John's Cider Mill, St. Johns, Mich.

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### **Session 13. Food Processing in the Upper Peninsula (June 26)**

#### **Due**

- Writing assignment, by midnight Monday night 6/25.

#### **Required Readings**

##### Historical:

- Mahar, Thomas. 2009. "The story of the Menominee River Sugar Company." Ezine Articles. <http://ezinearticles.com/?The-Story-of-the-Menominee-River-Sugar-Company-1903-1955&id=2495664>. Accessed May 30, 2012.
- Van Kosky, William (?). 2001. "Elson Bottling Works." *Harlow's Wooden Man* 37(4): 8-10.

##### Contemporary:

- Michigan Sea Grant. 2007. Michigan commercial fisheries marketing and product development. <http://www.miseagrant.umich.edu/downloads/fisheries/07-701-fs-whitefish-marketing.pdf>. Accessed June 22, 2012.
- MSU Research staff. 2010. Michigan Sea Grant helps Great Lakes whitefish make a comeback. MSU Research, May 7. <http://research.msu.edu/stories/michigan-sea-grant-helps-great-lakes-whitefish-make-comeback>. Accessed June 22, 2012.

#### **Optional Reading**

- Fortin, Neal D. 2011. "The United States FDA Food Safety Modernization Act: The Key New Requirements." *European Food and Feed Law Review* 6(5): 260-268.

This topic was briefly introduced in an earlier session and will be wrapped up in this session.

#### **Guest Speaker**

- Dr. Russ Magnaghi, Professor, Department of History, Northern Michigan University, Marquette, Mich.

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### **Session 14. June 28**

#### **Presentations in Class Course Wrap-Up and Evaluation**