



**THE RISE AND FALL OF CONSUMER CONFIDENCE
IN THE AMERICAN FOOD INDUSTRY**

ANNA ZEIDE

Anna Zeide

**Canned: The Rise and Fall of Consumer Confidence in the
American Food Industry (California Studies in Food and
Culture)**



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A century . 5 ago, when the food industry was first taking root, few customers trusted packaged foods.bought from neighbors.marketing, and politics away from eating foodstuffs that they grew themselves or Americans With the introduction of canning, customers were introduced to foods produced by unknown hands and packed in corrodible steel that appeared to defy the laws and regulations of nature by resisting decay. How did we figure out how to trust that meals preserved within an opaque can was secure and desirable to eat? How did this become? Since that unpromising starting, the American food source offers undergone a revolution, moving away from a system based on refreshing, locally grown products to 1 dominated by packaged foods. Anna Zeide reveals the answers through the story of the canning industry, taking us on a journey to comprehend how food industry leaders leveraged the powers of technology, had simply begun to shift over a reluctant public, even as customers resisted at every switch.to win



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Great book! Thought provoking history of canning in the us. "Canned food was the initial nationally marketed prepared, packaged food. I came across the marketing section about Campbell's soup especially fascinating! This Book Recommended. Focusing on how canners cultivated trust in this new sort of meals gives us a feeling of the building blocks of our modern meals system. I really like how Zeide points out our changing attitudes towards canned meals. Suggest the book highly enough will give my copy to local community library designed for others to enjoy. Paid attention to her speak for 1." This was a really interesting book about the original challenges canners confronted with public distrust, botulism outbreaks and government regulation. Bought the book through the author's book tour in Tulsa, Oklahoma, 15Apr'18. The author raises plenty of thoughtful, multifaceted questions about the function of canned food later on without blatantly forcing the reader to one simple summary. 5-hrs. Provided good info although not the strongest presenter. Recommend the book. These were once symbolic of modernity but are now seen as poverty food.



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