Summer 2018 | Volume 18 Issue 2 | Published Quarterly

Editor’s Letter...............................................................................................................iv
Contributors............................................................................................................... vii

SOAS FOOD STUDIES CENTRE DISTINGUISHED LECTURE
Consumer Citizenship: Instant Noodles in India | Amita Baviskar............................ 1

RESEARCH ESSAYS
Advertising Indians | Neil Oatsvall .................................................................11

Transparency and the Factory Farm: Agritourism and Counter-Activism at
Fair Oaks Farms | Jan Dutkiewicz................................................................. 19

“You Can Never Give Up Siyez If You Taste It Once”:
Local Taste, Global Markets, and the Conservation of Einkorn,
an Ancient Wheat | Nurcan Atalan-Helicke .................................................................33

“Someone Else’s Land is Our Garden!”: Risky Labor in Taipei’s
Indigenous Food Boom | Tomonori Sugimoto................................................................. 46

Revisiting Coca-Cola’s “Accidental” Entry into Communist
Europe | Albena Shkodrova................................................................. 59

CREATIVE REFLECTION
Fresh Green Peas | Rose Rappoport Moss .................................................................73

VISUAL ESSAY
Food Sovereignty and Farmer Suicides: Synthesizing Political Ecologies
of Health and Education in Karnataka, India | David Meek ................................................................. 77

REVIEWS
Edible Memory: The Lure of Heirloom Tomatoes & Other Forgotten Foods
By Jennifer A. Jordan, Reviewed by Jessica Carbone ................................................................. 83

The Politics of the Pantry: Stories, Food, and Social Change
By Michael Mikulak, Reviewed by Ferne Edwards ................................................................. 84

Fast Food: The Good, the Bad and the Hungry
By Andrew F. Smith, Reviewed by Chin Jou ................................................................. 85
Ten Restaurants That Changed America
By Paul Freedman, Reviewed by Todd C. Ream ............................................................. 85

Butter: A Rich History
By Elaine Khosrova, Reviewed by Françoise R.L. Auvray..................................................86

The Natural Art of Cheesemaking
By David Asher, Reviewed by Theodore Rend Barton.....................................................87

BOOKS AND FILMS RECEIVED .................................................................................. 89

JUST DESSERTS
Reactive Taste | Richard Wilk ..................................................................................... 91