



**Comparative Asian Research Network**

**Monthly Lecture Series on Issues and Research in the Asian Region**

**Organized by the Department of Japanese Studies, CUHK**

# **Ingrained Habits: American Wheat, Japanese Nutrition 1954-1960**



**Speaker: Professor Nathan Hopson**

**Date: 7 November 2018 (Wednesday)**

**Time: 11:00 am – 12:30 pm**

**Venue: Room 401, Leung Kau Kui Building, CUHK**

**Language: English**

**Abstract:**

***All are welcome!!***

This presentation explores the history and politics of US-funded food demonstration buses (“kitchen cars”) in postwar Japan, 1954-1960. The kitchen cars’ express mission was to transform the Japanese national diet by teaching Japanese women how to cook cheap, nutritious, fare using American agricultural products, especially wheat to improve the health of their families and the nation.

America propped up its Cold War ally and developed an important export market for politically important farmers. And because Japan welcomed the kitchen cars as an effective tool to teach rational, nutritious cooking for economic resurgence, they contributed to national dietary transformation.

**Speaker:**

Nathan Hopson is an Associate Professor at the Graduate School of Humanities, Nagoya University.

No registration necessary.

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