

African and African American Studies 119x/E-119

Chocolate, Culture, and the Politics of Food

Department	African and African American Studies, Harvard University
Semester	Spring Term 2019
Hours	Wednesdays 3-5pm in-person, streaming online, or via video recording
Location	Harvard Art Museums, Deknatel Hall
Course blog	http://chocolateclass.wordpress.com/
Instructor	Carla D. Martin, PhD, http://carladmartin.com
Contact	cdmartin@post.harvard.edu
Office hours	By appointment. Book here: https://calendly.com/carladmartin



This course will examine the sociohistorical legacy of chocolate, with a delicious emphasis on the eating and appreciation of the so-called “food of the gods.” Interdisciplinary course readings will introduce the history of cacao cultivation, the present day state of the global chocolate industry, the diverse cultural constructions surrounding chocolate, and the implications for chocolate’s future of scientific study, international politics, alternative trade models, and the food movement. Assignments will address pressing real world questions related to chocolate

consumption, social justice, responsible development, honesty and the politics of representation in production and marketing, hierarchies of quality, and myths of purity.

Goals

Gain subject matter expertise:

- on the history, culture, and taste of cacao and chocolate;
- on slavery, global trade, and business ethics; and
- on big, pressing questions related to labor rights, corporate social responsibility, the politics of representation in advertising, social attitudes toward food, and food politics.

Develop skills:

- to engage profoundly with a large body of interdisciplinary primary and secondary sources of varying quality;
- to conduct historical, ethnographic, and multimedia research;
- to better understand analog and digital scholarship and media and how we store/find/share/create knowledge; and
- to communicate critically and thoughtfully through discussion, writing, and multimedia.

Create knowledge:

- by working on our own and in a collaborative, hands-on environment;
- by documenting the history and anthropology of chocolate; and
- by critically analyzing pressing problems in the chocolate industry and making these analyses available to chocolate companies and the general public.

Requirements and Grading

Detailed guidelines and rubrics will be provided for all assignments throughout the semester.*
Required assignments are weighted into the final grade as shown.

□ Quizzes (2)	20%	February 13-16, April 3-6
□ Blog post	20%	due March 15
□ Participation**	15%	ongoing
□ Test	15%	April 24-27
□ Final multimedia essay	30%	due May 3

* All course assignments will be graded on your ability to demonstrate mastery of material covered in readings, lectures, and sections. In order to succeed in this class, you should fully commit to completing all readings and attending all lectures and sections.

****Through class participation, you demonstrate your engagement and intellectual growth during the semester. Together, we will create a comfortable space amongst peers to speak with confidence about our knowledge and opinions and to respectfully hear those of others. All of the following impact the individual student participation grade: digital participation (via the course blog and website), adequate preparation to discuss weekly readings online, thoughtful commenting and listening, technological etiquette, attendance, tardiness, and communication with instructors via email and in office hours.**

Course Policies

Academic Integrity: Discussion and the exchange of ideas are essential to academic work. For written assignments in this course, you are encouraged to consult with your classmates on the choice of essay topics and to share sources. However, you should ensure that any individual written work you submit for evaluation is the result of your own research and writing and that it reflects your own approach to the topic. You must also adhere to standard citation practices in this discipline and properly cite any books, articles, websites, lectures, etc. that have helped you with your work. If you receive any help with your writing (feedback on drafts, etc.), you must also acknowledge this assistance. For more information on conforming to the Extension School's policies, see [Student Responsibilities](#).

Citations: In this class, you may use the citation style with which you are most comfortable (e.g. MLA, Chicago), as long as you use it consistently. [The Harvard Guide to Using Sources](#) contains detailed information on writing with sources.

Late Work and Extensions: Students must communicate with the teaching staff prior to turning in late work. Work submitted late will drop one grading increment per 24-hour period (e.g. an A assignment submitted within 24 hours after the due date will not receive a grade higher than an A-, within 48 hours no higher than a B+, and so on). Extensions will be granted only in the case of documented illness or emergency.

Communication: You are responsible for maintaining communication with course teaching staff, both in person and via email. You should check the course website and your email account regularly for any announcements and plan to respond to messages in a timely manner. Course teaching staff will typically respond to messages within two business days.

Accessibility: Students needing academic adjustments or accommodations because of a documented disability must contact the Division of Continuing Education Accessible Education Office and speak with the instructor by February 8, 2019. Failure to do so may result in the instructor's inability to respond in a timely manner. All discussions will remain confidential.

Food Allergies or Restrictions: We will occasionally taste cacao and chocolate in this class, though consumption is wholly optional. The instructor will offer buying recommendations for chocolate to students taking the class online. Students with food allergies or restrictions must alert the instructor by the end of the second week of the term, February 8, 2019. In the case of food allergies or restrictions, no decision to consume cacao or chocolate should be made without explicit direction from the student's doctor.

Additional Support: [The Writing Center](#)

Required Readings, Website Explorations, and Film Viewings

All assigned readings, website explorations, and film viewings must be completed before lecture each week.

Readings: Approximately 100-150 pages of reading will be assigned each week. Readings are drawn from the fields of anthropology, history, African and African American Studies, critical food studies, business, psychology, and public health. The following books will be available at The Harvard COOP. All other readings will be available via the course website.

- Coe, Sophie D. and Michael D. Coe. 2013[1996]. *The True History of Chocolate*. 3rd edition. London: Thames & Hudson.
- Leissle, Kristy. 2018. *Cocoa*. Cambridge: Polity Press.
- Mintz, Sidney. 1986[1985]. *Sweetness and Power: The Place of Sugar in Modern History*. New York: Penguin Books.

Website explorations (optional): Each week, you will be referred to two or three websites relevant to the topic, for the purpose of multimedia exploration and research.

Film viewings (required): Two of the five films will be available to watch on reserve at Lamont Library; the other three films are available to stream online for free.

- *Bean To Bar: A Film About Artisan Chocolate*. 2013. Bob Ridgley, dir.
<https://indieflix.com/indie-films/bean-to-bar-a-film-about-artisan-chocolate-36641/>
- *Cadeia Produtiva do Cacau*. 2018. Marques Casara, dir. [English version forthcoming]
- *Chocolat*. 2000. Lasse Hallström, dir.
- *Chocolate of Peace*. 2016. Gwen Burnyeat and Pablo Mejía Trujillo, dirs.
<https://vimeo.com/179038624>
- *Kings of Pastry*. 2009. Chris Hegedus and D.A. Pennebaker, dirs.

Digital Tools and Apps

In this course, students will be required to use Wordpress.com to complete the blog post and multimedia essay assignments. Training and guidance will be provided for this tool in section. It is essential to consider copyright, privacy, and ethics with this type of digital work; we will discuss these issues in detail together throughout the semester.

Schedule

Key: read, □ explore, watch, □ quiz/test, □ assignment due

Unit 1: Origins

Introduction: January 30

- Leissle, Kristy. 2018. *Cocoa*. pp. 1-46
- Martin, Carla and Sampeck, Kathryn. 2016. “The Bitter and Sweet of Chocolate in Europe.” pp. 37-60
- [Fine Cacao and Chocolate Institute](#)

Mesoamerica and the “food of the gods”: February 6

- Coe, Sophie D., and Michael D. Coe. 2007[1996]. *The True History of Chocolate*. pp. 1-105
- [Food Timeline](#), [Map of Mesoamerica](#)

Chocolate expansion: February 13

- Coe, Sophie D., and Michael D. Coe. 2007[1996]. *The True History of Chocolate*. pp. 106-174
- Sampeck, Kathryn, and Jonathan Thayne. 2017. “Translating Tastes: A Cartography of Chocolate Colonialism.” pp. 72-99
- Leissle, Kristy. 2018. *Cocoa*. pp. 47-71
- [A Concise History of Cacáo](#), [MFA Collection Search: “Chocolate Pot”](#)

☒ **Quiz opens online Wednesday, February 13 at 5 pm, due by Saturday, February 16 at 11:59pm**

Sugar and cacao: February 20

- Mintz, Sidney W. 1986[1985]. *Sweetness and Power*. pp. xv-73
- Coe, Sophie D., and Michael D. Coe. 2007[1996]. *The True History of Chocolate*. pp. 175-198
- Motomayor, Juan Carlos et al. 2008. “Geographic and Genetic Population Differentiation of the Amazonian Chocolate Tree.” <https://journals.plos.org/plosone/article?id=10.1371/journal.pone.0003311>
- [The Cambridge World History of Food: Sugar, Cacao Genome Database, FDA Standards of Identity – Cacao Products](#)

Unit 2: Growing Cacao, Making Chocolate, Selling Sin

Popular sweet tooth and scandal: February 27

- ▢ Coe, Sophie D., and Michael D. Coe. 2007[1996]. *The True History of Chocolate*. pp. 199-266
- ▢ Mintz, Sidney W. 1986[1985]. *Sweetness and Power*. pp. 74-150
- ▢ Martin, Carla D. 2012. "Brownies: The History of a Classic American Dessert."
<http://www.ushistoryscene.com/uncategorized/brownies/>
- ▢ *Chocolat*. 2000. Lasse Hallström, dir.
- ▢ [Candy Professor](#), [Chocolate Around the World](#)

Slavery, abolition, and forced labor: March 6

- ▢ Satre, Lowell. 2005. *Chocolate on Trial: Slavery, Politics, and the Ethics of Business*. pp. 1-32, 73-99
- ▢ Higgs, Catherine. 2012. *Chocolate Islands: Cocoa, Slavery, and Colonial Africa*. pp. 133-165
- ▢ Mintz, Sidney W. 1986[1985]. *Sweetness and Power*. pp. 151-214
- ▢ [The Image of the Black in Western Art](#), [The Transatlantic Slave Trade](#), [AfricaMap](#)

The rise of big chocolate and race for the global market: March 13

- ▢ Goody, Jack. 2013[1982]. "Industrial Food: Towards the Development of a World Cuisine." pp. 72-88
- ▢ D'Antonio, Michael D. 2006. *Hershey: Milton S. Hershey's Extraordinary Life of Wealth, Empire, and Utopian Dreams*. pp. 106-126
- ▢ Brenner, Joel. 2000. *The Emperors of Chocolate: Inside the Secret World of Hershey and Mars*. chapters 5, 13 pp. 49-69, 179-194
- ▢ Leissle, Kristy. 2018. *Cocoa*. pp. 72-127
- ▢ [Cadbury](#), [Nestlé](#), [Hershey's](#), [Mars](#), [Ferrero Rocher](#), [National Confectioners Association](#)

- ▢ **Blog post due Friday, March 15 at 5:00pm**

Unit 3: Representation, Labor, and the Ethics of Trade

Modern day slavery: March 27

- Off, Carol. 2008. *Bitter Chocolate: The Dark Side of the World's Most Seductive Sweet*. pp. 1-8, 119-161
- Ryan, Orla. 2011. *Chocolate Nations: Living and Dying for Cocoa in West Africa*. pp. 43-62
- Berlan, Amanda. 2013. "Social Sustainability in Agriculture: An Anthropological Perspective on Child Labour in Cocoa Production in Ghana." pp. 1088-1100
- *Cadeia Produtiva do Cacau*. 2018. Marques Casara, dir. [English version to be released early 2018]
- [Harkin-Engel Protocol](#) [pdf], [Raise the Bar, Hershey!](#), [World Cocoa Foundation](#)

Race, ethnicity, gender, and class in chocolate advertisements: April 3

- Robertson, Emma. 2010. *Chocolate, Women and Empire: A Social and Cultural History*. pp. 1-131
- [Native Appropriations](#), [How to Write About Africa I](#), [Africa is a Country](#)

☑ **Quiz opens online Wednesday, April 3 at 5pm, due by Saturday, April 6 at 11:59pm**

Alternative trade and virtuous localization/globalization: April 10

- Sylla, Ndongo. 2014. *The Fair Trade Scandal*. chapters, 1-2
- Guthman, Julie. 2012[2003]. "Fast food/organic food: reflexive tastes and the making of 'yuppie chow.'" pp. 496-509
- Laudan, Rachel. 2001. "A Plea for Culinary Modernism: Why We Should Love New, Fast, Processed Food." pp. 36-44
- Leissle, Kristy. 2018. *Cocoa*. pp. 128-158
- *Chocolate of Peace*. 2016. Gwen Burnyeat and Pablo Mejía Trujillo, dirs.
- [Fair Trade International](#), [Fair Trade USA](#), [Slow Food USA](#), [Equal Exchange](#), [Taza Chocolate](#)

Unit 4: Eating Chocolate

Health, nutrition, and the politics of food: April 17

- ▯ Albritton, Robert. 2012[2010]. “Between Obesity and Hunger: The Capitalist Food Industry.” pp. 342-354
- ▯ Taubes, Gary and Christin Kearns Couzens. “Big Sugar’s Sweet Little Lies.” <http://www.motherjones.com/environment/2012/10/sugar-industry-lies-campaign>
- ▯ Howe, James. 2012. “Chocolate and Cardiovascular Health: The Kuna Case Reconsidered.” *Gastronomica: The Journal of Food and Culture* 12 (1) (May 1): 43–52
- ▯ [Food Politics, Yale Rudd Center for Food Policy & Obesity](#)

Psychology, terroir, and taste: April 24

- ▯ Benton, David. 2004. “The Biology and Psychology of Chocolate Craving.” pp. 205-218
- ▯ McNeil, Peter and Giorgio Riello. 2015. *Luxury: A Rich History*. pp. 1-10, 225-293
- ▯ Leissle, Kristy. 2018. *Cocoa*. pp. 158-end
- ▯ Parr, Rajat and Jordan Mackay. 2018. *The Sommelier’s Atlas of Taste*. pp. 7-21
- ▯ [The C-spot, Ecole Chocolat, Fine Chocolate Industry Association](#)

☑ **Test opens online Wednesday, April 24 at 5pm, due by Saturday, April 27 at 11:59pm**

Haute patisserie, artisan chocolate, and food justice: the future?: May 1

- ▯ Terrio, Susan J. 2000. *Crafting the Culture and History of French Chocolate*. pp. 1-65
- ▯ Leissle, Kristy. 2013. “Invisible West Africa: The Politics of Single Origin Chocolate.” *Gastronomica: The Journal of Food and Culture*. 13 (3): 22-31
- ▯ Martin, Carla. 2017. “Sizing the Craft Chocolate Market.” <https://chocolateinstitute.org/blog/sizing-the-craft-chocolate-market/>
- ▯ *Kings of Pastry*. 2009. Chris Hegedus and D.A. Pennebaker, dirs.
- ▯ [The Northwest Chocolate Festival, Salon du Chocolat](#)

▯ **Final multimedia essay due Friday, May 3 at 5:00pm**



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