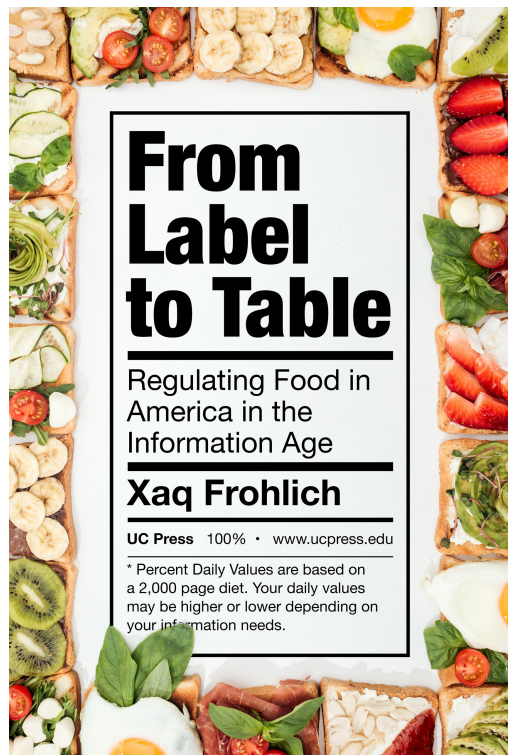


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From Label to Table

Regulating Food in America in the Information Age

XAQ FROHLICH

"This absorbingly interesting book shines a novel light on the development of nutritional labeling in the United States. Taking its inspiration from science and technology studies, it knowledgeably identifies shifting 'assemblages' of people-plus-things in an intriguing and detailed history."—Anne Murcott, University of London and University of Nottingham

"*From Label to Table* is an archaeology of the food label, digging down through the sedimentary levels that the label's seemingly simple contents conceal. Tracing this story is a signal accomplishment, but there is more. Interwoven with the narrative is an analysis that maps the FDA's changing methods of food regulation onto the broader dynamics of twentieth-century American capitalism, especially the shift from the New Deal order to post-1980 neoliberal politics. The book adeptly moves between these levels, thereby inserting the emergence of informational food labeling as part of the transformations of late capitalism."—Roger Horowitz, author of *Kosher USA: How Coke Became Kosher and Other Tales of Modern Food*

How did the Nutrition Facts label come to appear on millions of everyday American household food products? As Xaq Frohlich reveals, this legal, scientific, and seemingly innocuous strip of information can be a prism through which to view the high-stakes political battles and development of scientific ideas that have shaped the realms of American health, nutrition, and public communication. By tracing policy debates at the U.S. Food and Drug Administration, Frohlich describes the emergence of our present information age in food and diet markets and examines how powerful government offices inform the public about what they consume. *From Label to Table* explores evolving popular ideas about food, diet, and responsibility for health that have influenced what goes on the Nutrition Facts label—and who gets to decide that.

Xaq Frohlich is Associate Professor of History of Technology at Auburn University. He works on issues relating to food and risk at the intersections of science, law, and markets.

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