

"Full of grains"

An Anthropological study of bread and wholegrain at home and at work with skilled and unskilled Danish workers

MA in Anthropology

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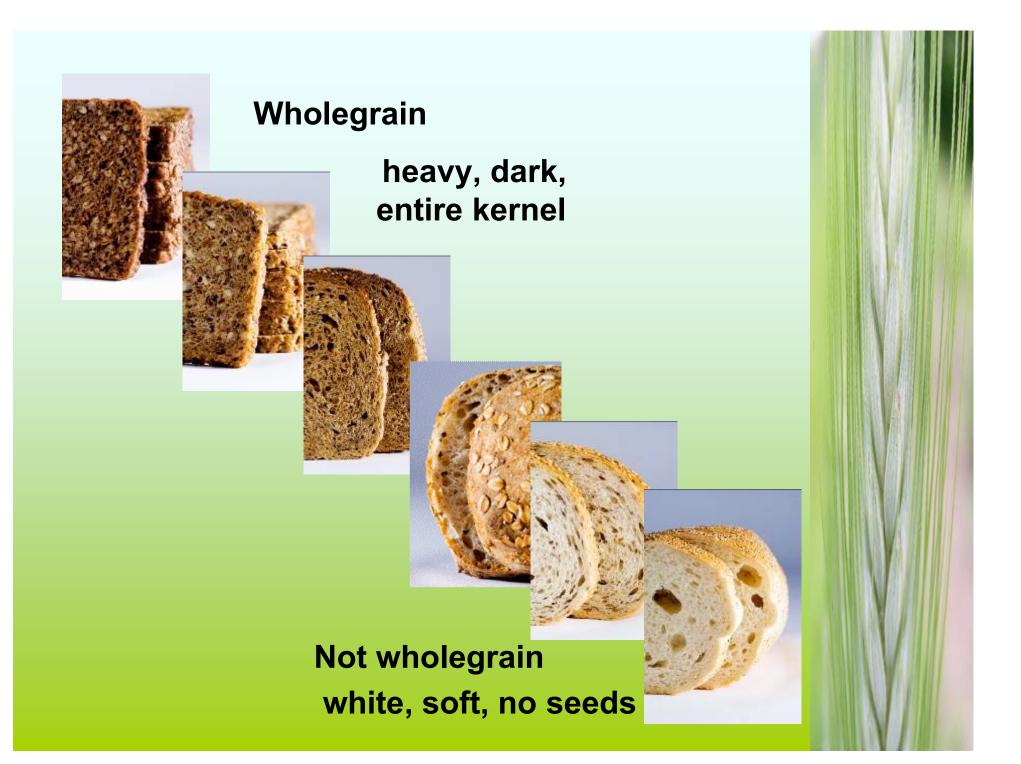
A note on methods...



Data collected:

- 50 short interviews (app. 6 min. each)
- 20 in depth interviews, key informants and colleges (app. 60-90 min. each)
- 9 group interviews, families and colleges (app. 90 min. each)
- 10 days participant observation, home and work





Lesson # 1

Message from the Danish consumers:

•White bread it NOT wholegrain bread

•Wholegrain bread MUST contain entire kernels

The working and the relaxing body





Lesson # 2

Cultural pattern:

Match kind of bread with kind of occation

Work: fuel for the body
->healthy, wholegrain food

•Leisure: an excuse for social events-> NOT healthy, indulgent



Lesson # 3

Master the 'shortcuts': What makes healthy bread indulgent?

- Homemade
- Warm
- Extra delicious supplements

Questions? Comments?

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