



“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



Wholegrain

**heavy, dark,
entire kernel**



**Not wholegrain
white, soft, no seeds**



Lesson # 1

Message from the Danish consumers:

- White bread is 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 occasion
- 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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