Debenedetti's synthesis of the situation of the Italian lyric at the end of the 1950s, in particular his distinction between "poesia ontologica" and "poesia relazionale." The first is poetry that fails in its quest to attain the Absolute; the second is poetry in which there is a concrete relationship between the subject and the empirical world. The implication is that much of the poetry and prose of the "scrittori meridionali" fits into this second category.

Giannone's book exhibits surprising cohesiveness despite the occasional overlap of information and the restatement of some known facts. In the end, it not only provides significant information on the writings of key Southern authors and their contribution to the literary canon. It also brings to light behind-the-scenes exchanges among writers, editors, and critics, relating to the publication of the works described.

CORRADO FEDERICI

Brock University

Derek J. Oddy and Alain Drouard, editors. *The Food Industries of Europe in the Nineteenth and Twentieth Centuries*. Surrey, UK: Ashgate, 2013. Pp. 284. ISBN 9781409454397. £ 68.

This series of related essays focus on the shift in European food culture that took place in the nineteenth and twentieth centuries and that saw a regionalized, local model of consumption slowly being left behind. In its place was a burgeoning industrial food paradigm, spurred by scientific advancements that were seen as the answer to the subsistence crises suffered in different parts of the continent in the preceding decades and centuries. To deal with challenges of the new urbanization and an exponentially growing population, scientists devised techniques for preservation that would reduce the deterioration of foodstuffs between harvests. With those new practices, intended to reduce the "hunger gap" (2), came new flavors and tastes that also served as major novelties and included consuming vegetables from a can, well past harvest time, and consuming meats and fish from other parts of the globe (thanks to bulk freezing and artificial ice). Such practices made the European food market more globalized, larger in scale, and transformed the way foodstuffs were packaged, labeled, and marketed.

What Derek Oddy aptly demonstrates in his *Introduction* is that this was a transformative period, one that greatly affected the way Europeans handled, ate, and viewed their food products. It was precisely the enterprise of the modernization of the food industry, marked by the entrance of men of science into matters of food, which allowed for the modernization and urbanization of Europe. Without those fundamental innovations, that began in mid-nineteenth century, Europe would have continued its link to “the biological ancient regime”(10) and never could have sustained its economic and demographic growth. As Oddy illustrates, Europe was no longer self-sufficient in foodstuffs.

The book is divided into three parts. Part I, “The Origins and Growth of Industrial Organization,” focuses on some of Europe’s first food industries, with chapters on the development of beet sugar, wheat starch, and health food in Germany (Ellerbrock and Teuteberg); the early history of factory-made jams, pickles, and sauces in Britain (Peter J. Atkins); the Roquefort cheese industry in France (Sylvie Vabre); and the modernization of the olive oil industry in the Mediterranean (Ramon Ramon-Muñoz). These essays show that the development of technologies spurred production of goods in their respective regions of Europe while stimulating both individual and conglomerate entrepreneurship. Whether it be the invention of meat extract by the chemist Justus Liebig, that eventually catalyzed the convenience food industry in Germany, or the invention of the modern iron hydraulic press, that allowed olive oil production to be more cost-effective, it is clear that science’s role in food industrialization has been paramount.

Part II, “Creating New Foods,” shows how new technology and industry brought new food products, or at least led to old products being reconceived. Alain Drouard underscores the role of the Menier Empire’s innovative business strategies that allowed it to build the “largest chocolate factory in the world”(91). This led to a remarkable increase in the consumption of chocolate in France, “democratizing” a product that was once only a “luxury item”(103). In Chapter 7, Martin Franc analyzes the role of Czech chocolate as part of a nationalistic agenda, particularly against German ethnic groups. Sabina Merta (Chapter 8) highlights how margarine and its subsequent industry came about, due to economic and population growth that left an adequate supply of lipids such as butter and mixed butters (i.e., butters produced from cheaper fats such as suet). In Chapter 9, Jenna Jenson analyzes the transformation in the nutritional make-up of pork, focusing on the pig’s drastic physical changes from 1887–1960. Guðmundar and Örn Jónsson (Chapter 10) write about the impact of freezing and packaging technology

on fishing in Iceland and Norway that allowed for mass production of herring and cod in the 1930s.

Part III, “The Effect of Food Technology on Consumption Patterns,” examines how industrially produced foods are packaged, labeled, and marketed. In chapter 11 Adel den Hartog examines the rise of food packaging and labeling in Holland from the 1870s to the 1950s, showing how these practices became powerful communicative tools. Jenny Lee and Ulrika Torell (Chapter 12) consider the development of Swedish food retailing, which was marked by rapid growth after the Second World War, by adopting a self-service system. Anneke Geyzen (Chapter 13) demonstrates that Belgium’s food industry was marred by “conservatism” (11) because it was not until the second half of the twentieth century that women’s periodicals started advertising food equipment and products. Chapter 14 (Lucian Scrob) traces the emergence of bakeries in the Old Kingdom of Romania (Moldavia and Wallachia) that were fundamental in transforming the staple of the peasants’ diet from *mămăligă* (a polenta-like porridge) to bread. That shift was part of the state’s efforts to fight pellagra (i.e., a deficiency disease linked to those who almost exclusively consumed such cornmeal products), and was aided by the mechanization of the process that permitted larger, faster, and less expensive production. In Chapter 15, Oddy studies the role technology, such as refrigerated meat carriers, had on meat consumption in Britain, and postwar techniques that saw inferior cuts (particularly poultry by-products) rebranded through processing and marketing.

Ultimately, these essays illustrate that the food industry is intrinsically linked to modernity, to a world in which new science blends with old-world techniques, where the producer and the vendor become business and market savvy, and in which consumers gain a power they never possessed previously—the power of choice. Whether in terms of politics, economics, or the market, the late nineteenth and twentieth centuries marked a time when rural foods became industrial foods, when nutritional necessity and convenience led to mass production and processing. As Oddy writes: “The uncertainties which were ever-present from season to season in the past have been reduced, at least for European consumers, to occasional empty shelves in the supermarket instead of subsistence crises” (261).

DANIELE DE FEO
Princeton University