



FOOD AND TECHNOLOGY: TRANSLOCAL TRANSFORMATIONS OF TASTE

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This colloquium talk deals with the global and translocal processes driving contemporary transformations in food and diets in Yucatán and the US., and argues that we need to look at both, vertical global-local, and horizontal translocal processes to understand the dissemination of new food technologies. Here, the market of processed foods from the US to Mexico is of great importance. The talk proposes a broad understanding of “technology”: encompassing ingredients as techno-scientific products which, in articulation with other new and old technologies, induce transformations in the taste of and for established culinary “traditions.” Of particular concern is the gradual and steady introduction of processed and highly processed foods in the everyday diet, and the consequences they have in the re/production of group identities. **Dr. Ayora Diaz** is Professor and Researcher in the Faculty of Anthropological Sciences at the Autonomous University of Yucatan. His research includes the rhetorical power of representation; conceptualizations of the body; and relations between gastronomy and identity in a post-colonial and post-national context.

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