## Contents

1. Introduction: Reconsidering Japanese food
   *Andreas Niehaus and Tine Walravens*

2. Part 1 Inventing Japanese Food Identities
   - ‘They Should Be Called Gluttons and Be Despised’: Food, Body and Ideology in Kaibara Ekiken’s *Yōjōkun* (1713)
     *Andreas Niehaus*
   - ‘Sweets Reimagined’: The Construction of Confectionary Identities, 1890–1930
     *Tatsuya Mitsuda*
   - For Gluttons, Not Housewives: Japan’s First Gourmet Magazine, *Kuidōraku*
     *Eric C. Rath*

3. Global Recognition and Domestic Containment: Culinary Soft Power in Japan
   *Stephanie Assmann*
Part 2 Feeding the Nation: Japanese Food Identities in Times of Globalization

Deconstructing ‘Kokushu’: The Promotion of Sake as Japan’s National Alcohol Drink in Times of Crisis in the Sake Industry
Dick Stegewerns

The Drink of the Nation? Coffee in Japan’s Culinary Culture
Helena Grinshpun

Forging Ahead with Bread: Nationalism, Networks and Narratives of Progress and Modernity in Japan
Annie Sheng

Joining the Global Wine World: Japan’s Winemaking Industry
Chuanfei Wang

Part 3 Japanese Food Identities Inside-Out

Chinese Food Threatening the Japanese Table: Changing Perceptions of Imported Chinese Food in Japan
Tine Walravens

Domesticating the Japanese Culinary Field in Shanghai
James Farrer

Halāl Foods Discourse and Constructing Muslim Identities in Japan
Junichi Ono

Eating Japanese – Being Japanese: Ethnic Food in Hawai’i
Jutta Teuwen
Part 4  Agricultural Politics of Self-Sufficiency and Dependency

Japan in the International Food Regimes: Understanding Japanese Food Self-Sufficiency Decline 363
Felice Farina

The Trans-Pacific Partnership, Import Dependency, and the Future of Food Security in Japan 385
Paul O’Shea

Subsidized Tradition, Networks, and Power: Hamlet Farming in Japan’s Changing Agricultural Support and Protection Regime 413
Hanno Jentzsch

Part 5  Post-Fukushima Food Education and Food Safety

Eating School Lunches Together After the Fukushima Accident 445
Aya H Kimura

National Solidarity of Food Insecurity: Food Practice and Nationalism in Post-3/11 Japan 475
Hiroko Takeda

Discourse on Food Safety and the Trans-Pacific Partnership (TPP): Perspectives from Japan 507
Cornelia Reiher

Index 535