Cajun Music:

* Deportation of the Acadian population of the Maritime provinces in 1755
  + Poem Evangeline 1847 commemorates deportation
* Canada’s link to the Cajuns lies in the deportation
  + Michela Rosana, “Mapping the Acadian deportation” Canadian Geographic 28July, 2016
* Arcadia: Ancient Greek word for a mythical countryside realm
  + Name given to areas of Maritime provinces settled by French
* Cajun: name for the French speaking population of Louisiana
* Acadians drain marshes around bay of Fundy to farm
* The poem “Evangeline” (1847) commemorates the deportation of 1755
* Monument to Evangeline St Martiville, Louisiana
* Not all deported went to Louisiana (went to Haiti, France, Carribean)
* French speaking region of Louisiana
* Cajun area: a lot is ranch land (folk house design)
* Cajun Music: fiddle, triangle, accordion, washboard
  + Originates from French Canadian culture
  + Costume gumbo party with masks
  + Flowing behavior
  + Chicken chase
  + French costume, French song, food is African
  + Poitou: French land, fishing, similar to Cajun land
  + New land: Acadia, Nova Scotia
  + Traditional Texas songs may have Acadian origin
  + At first, blacks were considered expendable
  + Later, they became free and part of society with skills, education and culture
  + Marriage was strict

Food and Place

* Create a sense of place with vernacular architecture, language and dialects, music and now food
* When someone mentions the food, we immediately think of the place
  + Pizza (Italy), Curry (India)
* When someone mentions the place or region, we immediately think of the food
  + Champagne (France)
* Link between food and place has been commodified
* Food protection based on region
* Marketing a region using food
* Cultural values cemented into the food, it’s part of the lifestyle
* EU’s PDOs (food of Protected Designated Origin)
  + Feta cheese can only be made and marketed in Greece
* Montreal Smoked Meat: symbol of the city
* Montreal’s international-cuisine restaurants: the idea of the world on your plate
* Schwartz’z iconic smoked meat:
  + Where would you take a visitor to Montreal’s food places?
    - 33% opted for a smoked meat sandwich
    - 23% specifically named Schwartz’s
  + No desert or drinks
* Gastronomic tourism:
  + The importance of food, agrotourism, restaurants etc only recently being noticed by the city
  + The city of Montreal is promoted as a site for gastronomy
* History of Montreal smoked meat:
  + Comes originally from the Middle East (Turkey pastirma)
  + Brought by Jewish butchers (pastram is Romanian) to NYC and MTL
  + 1884 Aaron Sanft from Romania opens first kosher butcher ship in MTL (ORIGINATOR)
  + By 1933, there were 33 delis listed in Montreal (Schwartz, opened 1928) is thus only one of many
    - Shwartz’s musical and chip flavors
  + Ben Kravitz: used to be the more likely originator
  + Ben opens in 1912:
    - provided cheap garment to factory workers nearby
    - distributed free smoked meat sandwiches in the Depression
    - moved downtown and became a famous night spot for the jazz clubs in 40’s to 50’s
  + First Jewish delicatessen in Montreal 1908
    - Hyman Rees’ “British American Delicatessen Store” 501 Main St
* How is smoked meat made?
  + Made from brisket, fairly touch cut of beef, few blood vessels and veins present
  + Brisket: underbelly part of cow
  + Fairly long process of preparation
  + Does NYC pastrami differ from MTL’s?
* Montreal style smoked meat:
  + Traditional dry cure:
    - Beef briskets rubbed with salt and spices
    - Put in wooden barrels and cured in own juices for 12-20 days
    - Hung from racks in smoke house for 6-9 hours
  + The more modern “wet cure”:
    - Beef briskets rubbed with spices
    - Put in barrels and cured in a brine of water and nitrate for 4 days
    - Hung from racks in smoke house for 6-9 hours
    - Streamed for 3 hours prior to slicing and serving
  + Schwartz’s Montreal smoked meat:
    - Uses beef brisket
    - Rubbed with salt, pepper corns and secret spice mix
    - Put in plastic barrels and cured in own juices for 7 days
    - Smoked house for 5-7 hours
    - Streamed for 3 hours prior to slicing and serving
* Smoked meat vs pastrami?
  + Smoked meat (Schwartz’s) (no coffee or dessert)
  + NYC style pastrami:
    - Fattier cuts such as plate (just behind the brisket portion)
    - Dry-rubbed with a mix that uses more sugar and spices but less pepper
    - Refrigerated for up to 10 days
    - Smoked and streamed
* Why foods are associated with place: 3 theories
  + Cook and Crang:
    - Foods are symbolic constructs in various imaginative geographies (quote)
    - Pierre Nora: foods can be sights of memory: re-imagine the story that it becomes part of a tradition
  + Josee Johnston and Shyon Braumann, Foodies:
    - “Foodies”: take an interest in variety of foods, want food that is authentic, exotic, simple, made from the heart and with history to back them up
  + Iconic foods: an icon is tangible sign of something bigger, when consumed or even just imagined, a specific iconic food immediately suggests links to specific places
* Foods become iconic by being public: they are not served at the dinner table, they are seen by people, they are also not static in time
  + La Banquise: poutine and smoked meat
* Why increase of international cuisine?
  + We all want to taste new foods, we celebrate difference, good postmodernists
  + Rise in international difference due to increase of immigration to Montreal
* Alan Nash “From Spaghetti to Sushi: An Investigation of the Growth of Ethnic Restaurants in Montreal, 1951-2001”
* Au Lutin Qui Bouffe 1946 restaurant with pig