



'maseca', o harina de maíz hecho a nivel industrial por unas fabricas grandes. En los años noventas, el dueño de la empresa 'Maseca' y sus amigos en el PRI logró cambiar el sistema de tarifas y subsidios que antes apoyaba a tortillerias pequeñas, hasta que era mucho mas economico y mas facil producir tortillas de la harina de maíz 'Maseca' en lugar de masa.

**Bread cultures|**

**Masa, maseca, and ADM**

Taken from two pieces written by our friend Tom Philpott for Grist Magazine. In Mexico, the tortilla is more than an iconic food with ancient roots. It's a dietary staple; the average person consumes 10 per day, and the country's vast poor population relies on them for the bulk of their caloric intake. According to the Mexican business daily El Financiero, Mexicans who eat a traditional diet gain 50 percent of their calories, and 70 percent of their calcium, from tortillas and other corn-based products.

Until recently, the process for making tortillas had remained essentially constant over the centuries. In a technique known as nixtamalization, corn (hominy, not the sweet variety eaten off the cob) is simmered in water mixed with slaked lime. When the hulls loosen, they're peeled off and the corn is ground into a dough called masa, which is then formed into flat rounds and cooked on a hot griddle. But since

the early 1980s, the old process has undergone a rapid transformation.

Before that time, neighborhood- and village-scale tortillerias (artisanal tortilla factories) bought corn at subsidized prices and transformed it into tortillas; they also sold masa for home production. (In rural areas, smallholders made the tortillas they consumed from their homegrown corn, selling the excess grain into regional markets.) Now, however, most tortillas in Mexico are made not from fresh masa, but rather from processed rehydrated corn flour. And tortilla consumption is slowly falling, its place being taken by white bread.

Why? In the late 1980s, a small corn-flour manufacturer called Maseca struggled to find a market for its product. The company fancied its processed flour to be a more efficient base for tortilla production than traditional masa. The problem, Anthony DePalma of The New York Times reported back in 1996, was taste: Mexican consumers overwhelmingly preferred the sweeter, more robust flavor of traditional, masa-based tortillas.

But Maseca's chief owner, Roberto González Barrera, was a personal friend of Carlos Salinas, the Harvard-educated PRI finance minister who gained the presidency in 1988 on a platform of free-market reform. Carlos Salinas's brother Raul ran the federal agency that administered the government's long-

time tortilla-support program. Under the program -- an effort to keep tortillas cheap while also keeping farmers and tortillarias in business -- the agency bought corn from farmers at a subsidized price, and sold it to tortilla makers at a lower price. To make sure the tortilla makers passed the bargain on to consumers, the government put a price cap on tortillas.

Under Raul Salinas, the agency began to manipulate the tortilla program to favor Maseca. According to DePalma, in 1990 Raul Salinas's agency "signed an accord with Mr. González in which the rules of the market were fundamentally changed. The agreement froze the amount of corn that would be given to traditional tortilla makers and declared that all growth in the market be filled by corn flour. At the time the only producers of corn flour were the government itself, and Maseca."

Meanwhile, Maseca began offering to sell small tortilla makers equipment to switch from masa-based production to flour-based production -- and the government provided extra incentive. As DePalma reported, "Those [tortilla makers] who refused [to buy Maseca's equipment] were punished by the government, which sent them the worst corn and strictly limited the amount of grain the shops received. Hundreds of shops [went] out of business."

Stay tuned for the exciting conclusion next week!

Hola a tod@s!

**28 Mar. 2011  
5:32 PM**

This week has been crazy!! Delicious bread, yummy cinnamon rolls. big puffy muffins. Lots of discussions. Rhyming 'zines? We're talking about bread justice and bread culture this week in the 'zine, starting a series examining different bread cultures. The ingredients you'll find on a separate page this week because we ran out of room. Sorry!

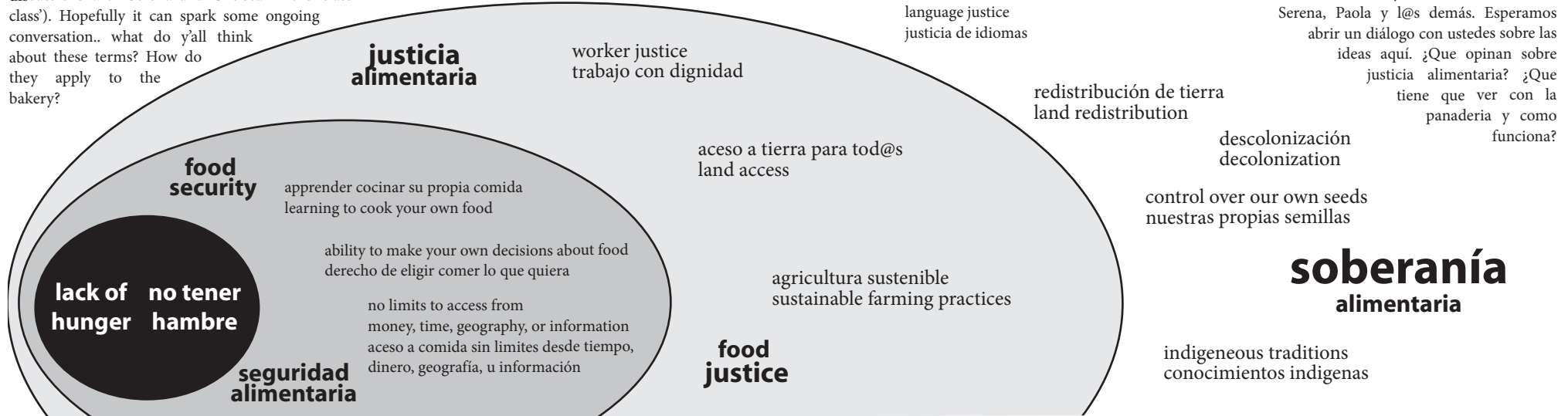
Oyé, que semana! Para la primera vez en muchos meses, hicimos panecillos de canela, y salieron riquisimos. También unos muffins de calabaza, y mucho más. Hoy en el 'zine empezamos un serie de articulos sobre diferentes culturas de pan. A la derecha, algo sobre un cambio que esta desarrollando ahora en México, desde tortillas hecho de masa en tortillerias artesanales o locales hasta tortillas hecho de

We helped lead a workshop last week about food justice with some high school students at East Chapel Hill High. A big part of the workshop was talking through different definitions of terms coming out of food justice movements. Together with Manju and Rob Stephens, we came up with the diagram on this page (which also owes a lot to discussions with Serena and Chelsea in the 'class class'). Hopefully it can spark some ongoing conversation.. what do y'all think about these terms? How do they apply to the bakery?

collective power and control  
horizontalidad y autogestión

**food  
sovereignty**

La semana pasada, dimos un taller sobre la justicia alimentaria, con un@s estudiantes de la escuela secundaria 'East Chapel Hill High'. El taller lo hicimos junt@s con Manju Rajendran y Rob Stephens de Vimala's Curryblossom Cafe. En esta pagina hemos puesto unos apuntes sobre diferentes conceptos de la justicia alimentaria, desde 'un mundo sin hambre' hasta 'soberanía alimentaria'. Las ideas vienen también desde los estudios que hicimos este enero y febrero con Chelsea, Serena, Paola y l@s demás. Esperamos abrir un diálogo con ustedes sobre las ideas aquí. ¿Que opinan sobre justicia alimentaria? ¿Que tiene que ver con la panaderia y como funciona?



**lack of hunger no tener hambre**

**seguridad alimentaria**

**food security**

aprender cocinar su propia comida  
learning to cook your own food

ability to make your own decisions about food  
derecho de elegir comer lo que quiera

no limits to access from  
money, time, geography, or information  
acceso a comida sin limites desde tiempo,  
dinero, geografía, u información

worker justice  
trabajo con dignidad

acceso a tierra para tod@s  
land access

**food justice**

agricultura sostenible  
sustainable farming practices

language justice  
justicia de idiomas

redistribución de tierra  
land redistribution

descolonización  
decolonization

control over our own seeds  
nuestras propias semillas

**soberanía alimentaria**

indigeneous traditions  
conocimientos indigenas