For many in Western countries, food was varied and bountiful and inexpensive by the beginning of the twenty-first century. Such abundance led some Americans to wrestle with what might otherwise seem to be a simple question: what to eat? One response came from various new food movements seeking to re-capture food cultures from days gone by through local and organic production, artisanal specialties, and reframing food as both sensual and pure. Michelle Mart will discuss the motivations behind such yearnings and whether or not these movements were successful in creating a new food culture.