World War II Cookbooks: Rationing, Nutrition, Patriotism, and the Citizen Consumer in the United States and Great Britain
During the war, the principal concern dictating the heavily regulated consumption regimes across Europe and the USA was to sustain acceptable levels of consumption in an emergency situation of dwindling supplies of food, textiles, fuel and other necessities. A paramount concern was to avoid that the precarious food situation should provoke social unrest. Based on the experiences of rationing during World War II, Roodhouse suggested that if rationing was to be reintroduced today, consumers would need to be convinced that 1) rationing would help alleviate the climate crisis and 2) it would be a temporary measure with a defined goal. This was met with an outcry from columnist Leo McKinstry in the Daily Express, who...