

The Power of Cultural Icons and Legacy of Wheat in Minnesota

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The Twin Cities has a rich, collective history as the source of wheat for our nation - and beyond. Lately, the golden grain has fast become the pariah of the four basic food groups.

Artist Barbara Bridges' *Ode to Gluten* is a large sculptural work created to celebrate wheat's history here and to engage viewers in a dialogue about wheat; about its past, present and future role in the American diet, as well as in shaping the political, economic and social development of our city, state and country. Consider where support for the arts in the Twin Cities would be without the legacy and philanthropy of wheat?

Bridges' sculpture was exhibited in the Grain Belt Bottling Building, located at 79 13th Ave NE in Minneapolis, during this year's Art-a-Whirl, the weekend of May 17, 18 and 19, 2013. Bridges conducted a survey with children, youth and adults to get at those "collective memories and beliefs" - what people know, think, love or are concerned about wheat. She hopes to test their knowledge of and/or attachment to the Minneapolis company whose products line our grocery shelves. To encourage participation in the survey, Bridges created a 5" refrigerator magnet of *Ode to Gluten* - a FREE gift to those who completed the survey. In addition, she held a drawing for General Mills vintage swag that was won by the luckiest of the survey participants. Three hundred and five (305) completed the survey. The May 18th Saturday night opening party with a complimentary Nordeast beer from Schell's and ChowGirls serving enjoyed an attendance of over 200 people.

Raw Data

The preliminary raw data from the May 2013 survey follows. A formal study with a literature review and analysis is currently being written.

Survey questions DK=Don't Know	6-12 N=7	13-18 N=25	19-26 N=54	27-60 N=182	Over 61 N=37
R=Rural S=Suburban U=Urban	R 5% S 5% U 90%	R 32% S 34% U 33%	R 1% S 46% U 53%	R 7% S 43% U 50%	R 2% S 27% U 71%
Do you eat wheat?	Y 75% N 25%	Y 90% N 2% DK 8%	Y 35% N 40% DK 25%	Y 88% N 12%	Y 98% N 2%
Favorite Wheat	Bread 70% Chips 10% Pizza 9% DK 11%	Bread 35% Pasta 34% Cereal 29% DK 2%	Bread 75% Pasta 5% Cereal 5%	Bread 31% Beer 9% Pizza 6% Cereal 8% Bagels 2% DK 44%	Bread 47% Pancake 18% Pasta 10% Cereal 10% DK 15%
Why do you think people are allergic to wheat/gluten?	*Over processing 35% *flavor 10% *DK 55%	*Over processing 35% *celiac disease/biology 32% *DK 33%	*Over processing 35% *GMO 17% *celiac disease/biology 10% *DK 38%	*Over processing 17% *GMO 8% *celiac disease Biology 24% *DK 51%	*Over processing 16% *GMO 5% *celiac disease biology 16% *DK 63%
What is ConAgra?	DK 100%	DK 100%	Big Ag 51% DK 49%	Big Ag 39% DK 61%	Big Ag 45% DK 55%
Does General Mills grow Wheat?	Y 80% N 10% DK 10%	Y 90% N DK 10%	Y 40% N 56% DK 4%	Y 24% N 26% DK 50%	Y 29 % N 18 % DK 53 %
Do you watch paid /unpaid television?	Paid 45% Unpaid 16% None 39 %	Paid 95% Unpaid 4% None 1%	Paid 76% Unpaid 22% None 29 %	Paid 54% Unpaid 19% None 26	Paid 74% Unpaid 24% None 2 %
Can you name these icons?	6-12 N=7	13-18 N=25	19-26 N=54	27-60 N=182	Over 61 N=37
	Jolly Green Giant Y 71 % DK 29%	Y 56% DK 44%	Y 96% DK 4%	Y 51% DK 49% :	Y 91% DK 8%
	Tony The Tiger Y 71% DK 29% Interesting Miss: Frosted Flakes 3%	Y 66% DK 34% Interesting Miss: Frosted Flakes 4%	Y 74% DK 26% Interesting Miss: Frosted Flakes 11% Cornflakes 1%	Y 56% DK 34% Interesting Miss: Frosted Flakes 3% Kellogs 9%	Y 86% DK 14% Interesting Miss: Frosted Flakes 8%
	Pillsbury Doughboy Y 42% DK 29% Interesting Miss: Pillsbury 12%	Y 62% DK 38% Interesting Miss: Pillsbury 12%	Y 85% DK 15% Interesting Miss: Poppin' fresh 2 % Pillsbury 5%	Y 44% DK 54% Interesting Miss: Pillsbury 15%	Y 75% DK 25% Interesting Miss: Pillsbury 8% Frosted Flakes 9%

The researcher is very interested in the power of art as a social change agent. The last question asked on the survey was , “Name three words to describe *Ode To Gluten*”. The results follow:

Age 6-12	* 8wheat * 4bread * 2gluten * 2flour * big* heavy * awesome * questions * unique
Age 13-18	* eyeopening * honor * know more * interesting * why we are fat * pyramid * bread * starch * busy * my grandparents * revolutionary * gross * ironic *
Age 19-26	7wheat * 6beer * 4farm * 2fat 2antique * 2rustic * 2pillsbury * totem *totem pole pooping? * diet * Minnesota * history * home * 3culture *survey * healthy * honor tradition * unique * breakfast * answer * pizza * large * spaghetti * * food * branding * general mills * mill city * yummy food * beautiful * inspiring * amazing * butt * state fair * 3minnesota * informative * industrial * touch * artgrants * 2pasta * die * death * engaging * local art * history * love * doughboy * dynamic * tummyache * 2music *neat * hungry *
Age 27-60	* 19beer * 9minnesota * 9 wheat * 7bread * 7pillsbury * 6art * 5interesting * 4history * 4cool * 4antique * 3doughboy * 3organic * 2wood * * 2homemade* 2midwest * 2large * 2curious * 2heat * 2summit * 2flour * 2celiac 2recycle * 2brown 2memorial return to nature * awesome * intriguing * want to touch it * beautiful * pizza * consumption * silly * wonderful * * general mills * you go girl * pancakes * folk * fun * pop culture * quirky * clever * Minnesota companies * warmth * yeast * innocence * garish * 4icons * 2cultural * brilliant * likable * sculpture * home * forbidden * totem * quirky * golden age * inspiring * rustic * 6nostalgia * shellac * beauty * ugly * bygone era * baked * rural * farmer * obesity * cabin * grand * state fair * mishmash * confused * amazing art * wheat is dead * branded * different * square * childhood * cake unhealthy * frenzy * old fashioned * pay attention * timeless * dirty song * postmodern * shiny * sad * sculpture * tribal * creative * passionate * allergies * gluten * thanksgiving * joy * pervasive * dark * mechanical * 2poem * American * health * clay * bloated * complicated * retro * food * glue * legacy * 2industrialization * nostalgic * patina * rustic * bored * angry * corn * pasta * conscious raising * Minneapolis * longing * delicious * grounded * compelling * voice * idolatry * food pyramid * creative * square * kitch * chimney * health * someone has message to send * bedrock * processing * praise * folly * protest * cinnamon *
Over 61	* 5 beer * 2 minnesota *creative * thought provoking art * raw bread dough * 2pyramid *where art though? * original * tactile * busy * renewal * where’s the wheat * doughboy * Midwest * farm * my niece * way out thinking * monument * Pillsbury * round * gluten free * fun * stop * 3historic * Americana * food * antique * great art * bottlecaps * distressed * general mills * brilliant * provocative * attractive * nostalgia * busy * eclectic * collage * charming * primitive * social message * northeast Minneapolis * embellished * rustic * junkfood * overkill * business * wheat * Minneapolis * awesome * ornate * satiric * lake winds corp * allergies * brown * cheerios * connected *