

A Deep Transitions Perspective on the Normalization of Packaged Soup in the Netherlands Between 1950-1990

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Abstract

This thesis explores the development and normalization of packaged soup in the Netherlands between 1950 and 1990, using the Deep Transitions (DT) framework. This period saw significant technological advancements, societal shifts, and marketing strategies that collectively influenced the acceptance and consumption of convenience foods. The research focuses on how technological innovations such as canning and freeze-drying, alongside the rise of supermarkets, facilitated the mass production and distribution of packaged soups. It also examines cultural resistance to convenience foods, highlighting how societal norms and values, particularly around traditional homemaking and nutrition, impacted consumer behavior.

A detailed analysis of advertisements and articles from key Dutch magazines, especially "Margriet," reveals the strategic marketing approaches used by major brands like Honig, Knorr, and Unox. These brands emphasized quality, convenience, and nutritional benefits to align with evolving consumer preferences and address cultural skepticism. The DT framework's concepts of rules, regimes, meta-rules, and meta-regimes are applied to understand the broader socio-technical transitions that shaped the packaged soup industry's development.

The findings underscore the importance of interlocking systems and societal trends, such as urbanization, increased female workforce participation, and health consciousness, in driving the normalization of packaged soups. This thesis provides valuable insights into the historical development of the convenience food industry and offers perspectives on future pathways toward a more sustainable and equitable food system.

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Introduction

The rapid growth of convenience foods reflects a significant transformation in modern consumer habits and industrial practices. The rise and popularity of convenience foods can be traced to several key factors and historical developments. In the mid-20th century, technological innovations such as refrigeration and microwave cooking facilitated the widespread adoption of convenience foods. For example, the introduction of the freezer in households during the late 1950s played a significant role in popularizing frozen foods like frozen pizza in Germany.¹ Additionally, marketing efforts aimed at middle-class women sought to reframe convenience foods as symbols of modernity and progress, turning items like TV dinners into household staples that were quick and easy to prepare and aligned with contemporary lifestyles.²

The proliferation of supermarkets in the 1960s also contributed to the growth of convenience foods. Supermarkets like Marks & Spencer in the UK introduced ready meals and other convenience products that catered to the changing needs of consumers, particularly working women who required quick meal solutions.³ This era saw the introduction of iconic products such as instant mashed potatoes and dried beef curry, which were marketed as both exotic and convenient, reflecting the evolving tastes and culinary aspirations of the time.⁴

The rise of convenience foods can be attributed to several key factors. Technological innovations, such as the microwave, have significantly reduced the time and effort required for meal preparation, making convenience foods an attractive option for busy lifestyles. Changes in household structures, with an increase in single households and more women participating in the workforce, have further driven the demand for easy-to-prepare meals. Additionally, the multicultural nature of modern societies has introduced a variety of new foods, expanding the range of available convenience products. These factors collectively highlight how convenience foods have become integral to contemporary food consumption patterns, catering to the need for quick, effortless, and diverse meal solutions.

However, the integration of convenience foods in European kitchens has not been consistent, especially when considering certain types of food like ready meals, despite the

¹ U. Heinzelmann, *Beyond Bratwurst: A History of Food in Germany* (London: Reaktion Books, 2014), 317–18.

² For instance, an advertisement from Swanson's TV dinners depicts a woman who seems to control her work/life balance with convenience food. Source: Swanson, from <https://www.flickr.com/photos/87362701@N00/234998824>

³ P. Jackson et al., *Reframing Convenience Food* (Cham, Switzerland: Palgrave Macmillan, 2018), 22–23.

⁴ Jackson et al., 22–23.

widespread modernization of kitchens.⁵ This raises crucial questions about the underlying mechanisms driving such changes and their broader implications for society.

One such mechanism is normalization, a socio-material process where products connect with other objects and ideas.⁶ Influenced by science and technology studies, normalization is understood as a historical process shaped by evolving socio-material networks. Studies of everyday consumer items, like freezers and walking sticks, or practices such as washing and showering, demonstrate how normalization integrates materials, technologies, meanings, and actions, all developing together over time.⁷ This framework can help us understand the complex connection between convenience foods and modern life, revealing how these products have become embedded in our daily routines and cultural practices.

The Deep Transitions (DT) framework, developed by Johan Schot and Laur Kanger, offers a way to explore these dynamics further. It provides a comprehensive perspective on major societal changes by examining historical trends and the interactions between various socio-technical systems. Central to this framework is the concept of *directionality*, which refers to the trajectories along which socio-technical systems evolve over time, driven by various actors, innovations, and external pressures. This focus on directionality is instrumental in understanding the underlying reasons for these transformations.

The First Deep Transition, occurring from the 19th to the 20th century and propelled by the Industrial Revolution, significantly improved living standards and generated wealth. However, it also led to severe challenges such as climate change, pollution, resource depletion, inequality, and unemployment.⁸ These adverse effects highlight the unsustainable nature of our current production, distribution, and consumption methods, underscoring the urgent need for a Second Deep Transition that prioritizes sustainability and fairness. This transition aims to redefine the directionality of our socio-technical systems towards more sustainable and equitable pathways.

⁵ Jackson et al., 20.

⁶ M. Hand and E. Shove, "Condensing Practices: Ways of Living with a Freezer," *Journal of Consumer Culture* 7, no. 1 (2007): 81.

⁷ M. Hand, E. Shove, and D. Southerton, "Explaining Showering: A Discussion of the Material, Conventional, and Temporal Dimensions of Practice," *Sociological Research Online* 10, no. 2 (2005): 101–13; Hand and Shove, "Condensing Practices: Ways of Living with a Freezer"; B. Halkier, "Civic Engagement by Invitation? Citizen Negotiations about Public Media Framings of Everyday Life Responsibilities for Societal Problems," in *The Democratic Public Sphere: Current Challenges and Prospects*, ed. H. K. Nielsen (Aarhus: Aarhus University Press, 2016), 289–317; E. Shove and M. Pantzar, "Consumers, Producers and Practices: Understanding the Invention and Reinvention of Nordic Walking," *Journal of Consumer Culture* 5, no. 1 (2005): 43–64.

⁸ J. Schot and L. Kanger, "Deep Transitions: Emergence, Acceleration, Stabilization and Directionality," *Research Policy* 47, no. 6 (July 1, 2018): 1046.

In this thesis, I will apply the DT framework to investigate the evolution of the packaged soup industry in the Netherlands. I chose to focus on the Netherlands and packaged soup for several reasons. The Netherlands offers an intriguing case study because it often diverges from broader global trends, such as its unique approach to car infrastructure, providing a distinctive context for analyzing industry evolution. And as I mentioned previously, the adoption of convenient food products in European households has been uneven, particularly when it comes to certain food categories. Since there is already extensive literature on Great Britain and the USA in this context, it would be interesting to look at the Dutch context.⁹ Additionally, soup, one of the oldest dishes in the world, presents a fascinating subject due to its under-researched status and its journey through the entire convenience cycle.

Unlike other theories, the DT framework allows for a detailed exploration of the deep-seated structural changes and their long-term impacts on societal systems, offering unique insights into the evolution of the convenience food industry and its future pathways toward sustainability. Central to the DT framework are the concepts of rules and meta-rules, and regimes and meta-regimes, which define the directionality of socio-technical systems.¹⁰ Rules refer to the established norms and standards that guide behavior within a system, including laws, regulations, and common practices. Regimes are the dominant patterns formed by these rules that shape how societal systems such as food, transportation, and energy operate. They encompass the collective rules, technologies, infrastructures, institutions, and social practices that define a system's functioning. For instance, food safety regulations and nutritional labeling standards guide how food products are produced and marketed, while the food regime includes these rules along with agricultural technologies, supply chain infrastructures, and cultural practices of food consumption, collectively shaping the entire food industry.

⁹ Marie Buckley, Cathal Cowan, and Mary McCarthy, "The Convenience Food Market in Great Britain: Convenience Food Lifestyle (CFL) Segments," *Appetite* 49, no. 3 (2007): 600–617; M. Carrigan, I. Szmigin, and S. Leek, "Managing Routine Food Choices in UK Families: The Role of Convenience Consumption," *Appetite* 47, no. 3 (2006): 372–83; D. E. Christensen, "'The Father[s] of Canning'? Narrating Nicolas Appert/American Industry," *Journal of American Folklore* 136, no. 539 (2023): 16–47; Carolyn M. Goldstein, *Creating Consumers: Home Economists in Twentieth-Century America* (Chapel Hill: University of North Carolina Press, 2012); P. Jackson and V. Viehoff, "Reframing Convenience Food," *Appetite* 98 (2016): 1–11; Kurt Kleiner, "Lunchtime Leniency," *Scientific American Mind* 22, no. 4 (September 2011), <https://doi.org/10.1038/scientificamericanmind0911-7b>; Peter Scholliers, "Convenience Foods. What, Why, and When," *Convenience Foods: Shopping, Cooking & Eating* 94 (2015): 2–6; Susan Strasser, Charles McGovern, and Matthias Judd, *Getting and Spending: European and American Consumer Societies in the Twentieth Century*, Publications of the German Historical Institute (Cambridge University Press, 1998); M. Weber, "The Cult of Convenience: Marketing and Food in Postwar America," *Enterprise & Society* 22, no. 3 (2021): 605–34.

¹⁰ L. Kanger and J. Schot, "Deep Transitions: Theorizing the Long-Term Patterns of Socio-Technical Change," *How History Matters for the Governance of Sociotechnical Transitions* 32 (2019): 9; L. Kanger et al., "Deep Transitions: A Mixed Methods Study of the Historical Evolution of Mass Production," *Technological Forecasting and Social Change* 177 (2022): 5–7; J. Schot and L. Kanger, "Deep Transitions: Emergence, Acceleration, Stabilization and Directionality," *Research Policy* 47, no. 6 (2018): 1054.

Meta-rules and meta-regimes function at a higher level, influencing multiple sectors and ensuring the persistence of overarching principles across these systems. Meta-rules like sustainability standards and global trade agreements influence not just the food industry, but also sectors like agriculture, transportation, and retail. The meta-regime of sustainable development promotes principles such as reducing carbon footprints and fair trade, ensuring that these overarching principles persist across various systems and sectors. These concepts of directionality within rules and regimes highlight how historical decisions have created entrenched patterns that shape current systems and their challenges.¹¹ By recognizing these patterns, we can better understand the complexities involved in transitioning to more sustainable and equitable societal structures.

Combining the mechanisms of normalization with the DT framework in my research allows for a nuanced analysis of the packaged soup industry in the Netherlands. This approach enables me to examine not only the socio-material integration of convenience foods into daily life but also the broader historical and systemic patterns that have shaped their development. By leveraging normalization, I can investigate how technological innovations and cultural practices (such as the influence of important magazines) could have made packaged soups a staple in Dutch households. Simultaneously, the DT framework provides a macro-level perspective, identifying how entrenched production and consumption patterns have evolved and highlighting the influence of rules and regimes. This combination allows for a comprehensive understanding of both the micro-level adoption processes and the macro-level systemic transitions, offering deeper insights into consumer behavior, industrial development, and potential pathways for creating more sustainable and equitable food systems.

By investigating the influence of (meta) rules and (meta) regimes, this research aims to uncover the historical socio-technical transitions that have shaped the food system's current structure and consumer preferences. Specifically, this study examines the underlying rules dictating production, distribution, and consumption patterns, emphasizing efficiency, standardization, and convenience. The focus here is on understanding the historical and systemic factors that have shaped the convenience food industry, specifically the packaged soup market in the Netherlands.

Therefore, my research question will be: How have socio-technical transitions and (meta) rules and regimes shaped the development and normalization of packaged soups in the Netherlands between 1950-1990?

¹¹ Kanger and Schot, "Deep Transitions: Theorizing the Long-Term Patterns of Socio-Technical Change," 19.

I want to concentrate on the time that mass consumption patterns became well-established and look at how this accelerated the socio-technical landscape of the food industry. It is said that the mechanization and chemicalization of food and cooking in the Netherlands occurred rapidly over fifty years, with mass consumption being well-established in the 1970s.¹² This period, from 1950 to 1990, is particularly significant as it marks the establishment and consolidation of mass consumption patterns. Focusing on this era allows for an in-depth analysis of how these consumption patterns influenced the socio-technical landscape of the food industry, providing a clear view of the transitions that have shaped modern consumer behaviors and industrial practices.

This study will first explore the historical socio-technical transitions, focusing on key developments in food preservation and processing technologies that have significantly influenced the packaged soup market. By examining the evolution from early preservation methods developed by Nicolas Appert in the 19th century to modern advancements like freeze-drying and aseptic packaging, I will highlight how these innovations facilitated the rise of convenience foods. Next, the thesis will analyze how established norms, policies, and overarching principles, referred to as (meta) rules and regimes, have guided the convenience food sector's production, distribution, and consumption patterns. This analysis will draw on the comprehensive historical and industry analyses provided in the enclosed chapters.

The research will also examine the cultural and economic drivers, such as changes in family dynamics, urbanization, and economic factors, that have spurred the demand for convenience foods. Using insights from chapters detailing the societal shifts in the post-World War II era, such as changing family dynamics and urbanization, I will contextualize how these trends contributed to the popularity of convenience foods. The study will also consider the influence of economic prosperity and demographic changes on food consumption patterns and the normalization of these products.

Additionally, the role of government policies and regulations in shaping the convenience food market will be briefly touched upon to understand their impact on the food industry. This includes examining the Dutch government's efforts to ensure efficient food distribution during wartime and the subsequent regulatory developments in food safety and health standards.

Lastly, the study will explore how advertising and marketing strategies have influenced consumer behavior and the widespread normalization of packaged soups in daily diets. For this,

¹² A. H. Van Otterloo, "The Rationalization of Kitchen and Cooking 1920–1970," *Journal for the Study of Food and Society* 4, no. 1 (2000): 19.

I will use a Python script to automate extracting and analyzing relevant articles, advertisements, and mentions of packaged soup from the Delpher database, which contains a vast archive of Dutch historical texts. By scraping data from Delpher, I will collect and analyze advertisements and articles from magazines and newspapers to identify trends and shifts in consumer messaging from 1950 to 1990. After running the code, I will have determined which magazines and timeframes are the most interesting to examine more in-depth.

The transition to convenience foods, particularly packaged soup, influenced multiple systems, including mobility, energy, and food systems. Packaged soup serves as an ideal product for analyzing changes across these systems due to its widespread normalization and impact on consumer habits. This approach, aligned with the DT framework, provides a thorough understanding of the various forces driving the development and normalization of packaged soups in the Netherlands from the mid-20th century to the present. By integrating historical analysis, policy review, cultural examination, and data-driven insights from archival research, this thesis aims to offer a nuanced perspective on the evolution of the convenience food industry.

Furthermore, this study incorporates the mechanisms of normalization and directionality to provide a more comprehensive analysis. Normalization will be used to examine how technological innovations and cultural practices (such as the influence of important magazines) have made packaged soups a staple in Dutch households. By investigating the socio-material integration of convenience foods into daily life, I will explore how these products have become embedded in our daily routines and cultural practices.

Simultaneously, the DT framework's focus on directionality will help identify the broader historical and systemic patterns that have shaped the development of convenience foods. By recognizing these patterns, this research provides valuable insights into how entrenched production and consumption patterns have evolved and highlights the influence of rules and regimes. This combination allows for a comprehensive understanding of both the micro-level adoption processes and the macro-level systemic transitions, offering deeper insights into consumer behavior, industrial development, and potential pathways for creating more sustainable and equitable food systems.

The examination of the convenience food industry, particularly packaged soup, reveals the intricate interplay between foundational beliefs (genotype) and observable features (phenotype).¹³ These interactions, influenced by technological advancements, cultural shifts,

¹³ Kanger and Schot, "Deep Transitions: Theorizing the Long-Term Patterns of Socio-Technical Change," 9–13.

and regulatory changes, have shaped the industry's development and consumer behavior. By recognizing the historical and systemic patterns within the DT framework, this research provides valuable insights into the potential pathways toward a more sustainable and equitable food system in the Netherlands.

Chapter 1: The Evolution of Packaged Soup and Convenience Foods

The packaged soup industry in the Netherlands provides an interesting perspective for examining wider changes in consumer culture and technology over the past century. Packaged soup, a convenient food representing the intersection of technology, culture, and regulation, is an excellent case study for applying the DT framework.

The 1950s marked a significant turning point in the food industry, which we now call the food revolution.¹⁴ During this period, new technologies emerged that enabled the production of highly processed and composite food products. Convenience became a primary selling point for these products, complementing established standards of hygiene, nutritive value, non-perishability, attractiveness, and taste. This convenience was emphasized through packaging and store design, including the emergence and growth of supermarkets.¹⁵ This chapter will delve into the historical context and technological advancements underpinning convenience foods' rise, particularly focusing on the packaged soup market between 1950 and 1990.

Drawing on Schot and Kanger's DT framework and the concept of normalization, this chapter will examine the role of rules, meta-rules, regimes, and meta-regimes in directionality and the development of the packaged soup industry. These concepts will help explain the socio-technical transitions that have driven changes in production, distribution, and consumption patterns. By investigating the interplay between technology, culture, and regulation, this chapter aims to comprehensively understand how packaged soup became a staple in Dutch households.

In this chapter, I will outline the history of convenience food in general, with a special focus on the Netherlands. Due to the available sources and relevant information, some parts of this history will be examined more globally or generally than others. However, I will mostly

¹⁴ A. H. van Otterloo, "Healthy, Safe and Sustainable: Consumers and the Public Debate on Food in Europe and the Netherlands Since 1945," in *Food Practices in Transition*, ed. G. Spaargaren, P. Oosterveer, and A. Loeber, First Edition (Routledge, 2011), 64.

¹⁵ P. Oosterveer and G. Spaargaren, "Green Consumption Practices and Emerging Sustainable Food Regimes: The Role of Consumers," in *Food Practices in Transition*, ed. G. Spaargaren, P. Oosterveer, and A. Loeber, First Edition (Routledge, 2011), 133–40.

focus on the events in the Netherlands and how convenience in the food sector manifested in the previous century by looking at the revolution of packaged soup.

1.1. Historical Context and Technological Innovations

In this section, I will explore the historical context and technological innovations that shaped the development of the packaged soup industry in the Netherlands. I will uncover how these innovations influenced food production, distribution, and consumption patterns by examining key advancements such as the rise of supermarkets and food preservation techniques. This analysis is crucial for understanding the entrenched patterns and historical decisions that continue to impact the food industry.

1.1.1. Early Developments in Convenience Foods and Packaged Soup

Convenience foods, designed for ease of preparation and consumption, have roots that stretch back to ancient times. Early examples include dried meats, preserved fruits, and various forms of bread. However, the concept of convenience foods as we understand them today began to take shape in the late 19th and early 20th centuries. Nicolas Appert's development of canning in the early 19th century marked a significant milestone. Appert's method, which involved sealing food in glass jars and boiling it to kill bacteria, revolutionized the way food could be stored and transported. This process effectively prevented the spoilage of food by eliminating the bacteria that caused it to rot. Appert's technique not only extended the shelf life of various food products but also made it possible to preserve seasonal foods for consumption throughout the year, greatly enhancing food security and accessibility.¹⁶

Appert's pioneering work laid the foundation for modern food preservation techniques and opened up new possibilities for the food industry. His method was a breakthrough when food preservation options were limited to methods like drying, salting, and smoking, which were not always effective or practical for all types of food. The significance of Appert's method was further amplified when Peter Durand introduced the use of tin cans in 1810.¹⁷ Durand's contribution involved packaging food in tin-coated iron cans, which were more durable and easier to transport than glass jars.¹⁸ Tin cans provided a sturdier, more practical solution for preserving food, particularly for military and naval expeditions, where the robustness of packaging was crucial.

¹⁶ J. Clarkson, *Soup: A Global History*, Edible (London: Reaktion Books, 2010), 81; Jean-Christophe Augustin, "Canning: Appert and Food Canning," in *Handbook of Molecular Gastronomy* (CRC Press, 2021), 87–90.

¹⁷ Clarkson, *Soup*, 81; Christensen, "'The Father[s] of Canning'?: Narrating Nicolas Appert/American Industry."

¹⁸ Clarkson, *Soup*, 81–83; E. Wagenknecht, *American Profile, 1900-1909* (Amherst: University of Massachusetts Press, 1982), 148.

The combination of Appert's thermal processing and Durand's tin cans represented a major advancement in the preservation and distribution of food.¹⁹ This development played a critical role in expanding global trade and exploring remote regions, as it allowed for the safe transport of perishable food over long distances and extended periods. Moreover, it contributed to the growth of the food industry by enabling mass production and distribution of preserved foods. The impact of these innovations is still felt today, as canning remains a fundamental method of food preservation, ensuring food safety, reducing waste, and providing convenience to consumers worldwide.

1.1.2. The Rise of Supermarkets and the Evolution of Convenience Foods

The inception of supermarkets traces back to the early 1930s amidst the Great Depression in the USA when economic hardship made the cost-saving model appealing to consumers.²⁰ Zimmerman's analysis from the 1940s highlights the foundational elements of supermarkets: expansive floor areas, extensive product selections, departmental organization, and self-service mechanisms.²¹ These stores were designed to ensure efficiency, consistency, and scalability, fundamentally transforming supply chains and retail markets from production to distribution with a self-service approach and reliance on technological advancements.²² Situated in cost-effective areas on the periphery of cities, supermarkets facilitated ample parking space for their predominantly car-driving clientele.²³ Promotional strategies and theatrical displays emerged as important tactics, with supermarkets leveraging advertising, radio broadcasts, and unique events to draw in customers.²⁴ This retail model has become the predominant method in developed countries and has influenced retail practices globally, adapting to various local contexts.²⁵

The development of supermarkets in the Netherlands closely followed the post-war recovery and economic boom of the mid-20th century.²⁶ The first Dutch supermarket, a branch of De Spar, opened in Schiedam in 1946. As stated in the previous paragraph, the introduction

¹⁹ T. E. Bachford, "(A) Microbiology in Relation to the Quality of Canned Foods, by T. E. BASHFORD (Member), Research Department, The Metal Box Co., Ltd.," *Journal of the Royal Sanitary Institute* 67, no. 5 (1947): 519; L. Middleton, "'No One Wishes to Say That You Are to Live on Preserved Meats': Canning and Disruptive Narratives in Nineteenth-Century Food Writing," 2020, 144–47.

²⁰ M. M. Zimmerman, "The Supermarket and the Changing Retail Structure," *Journal of Marketing* 5, no. 4 (1941): 402.

²¹ Zimmerman, 404–7.

²² P. H. Patterson, "The Supermarket as a Global Historical Development: Structures, Capital and Values," in *The Routledge Companion to the History of Retailing* (Routledge, 2018), 156–58.

²³ Zimmerman, "The Supermarket and the Changing Retail Structure," 404–7.

²⁴ Zimmerman, 404–7.

²⁵ Patterson, "The Supermarket as a Global Historical Development," 175–76.

²⁶ B. P. Hofstede, "The Dynamics of Social Change," in *Thwarted Exodus: Post-War Overseas Migration from the Netherlands*, ed. B. P. Hofstede (Dordrecht: Springer Netherlands, 1964), 145.

of self-service and the wide selection of products under one roof catered to the rising consumer demand for convenience and efficiency. This period saw rapid urbanization and an increase in disposable income, which facilitated supermarkets' growth.²⁷ By the 1950s and 1960s, chains such as Albert Heijn and De Gruyter expanded their presence, leveraging economies of scale to offer competitive prices and a diverse product range.²⁸ Additionally, the presence of parking lots has significantly contributed to the success of supermarkets in the Netherlands, highlighting the evolving trends in mobility and transportation, particularly the increased use of family cars.²⁹ The supermarket model quickly became popular in the Netherlands after the 1960s, with its emphasis on self-service, variety, and competitive pricing appealing to a broad consumer base.³⁰

1.1.3. Further innovations and societal changes

The post-war era, particularly from the 1950s to the 1970s, witnessed the rise of convenience foods. This period was characterized by economic prosperity and societal changes, including the second wave of feminism, which saw more women entering the workforce. These changes led to a shift in household composition and a decrease in the average family size.³¹ The food industry adapted to these demographic changes by producing more pre-prepared and ready-made products to meet the needs of a busier society. The introduction of various appliances such as refrigerators and microwaves further simplified food preparation, supporting the trend towards convenience foods.³² The popularity of pre-made products marked a shift from traditional scratch cooking. Moreover, improved transportation enabled the sourcing of fresh ingredients from more remote areas, significantly reducing the seasonal impact on meals beyond what previous innovations had accomplished.³³

²⁷ J. De Vries, "Problems in the Measurement, Description, and Analysis of Historical Urbanization," in *Urbanization in History: A Process of Dynamic Interactions* (Oxford University Press, 1990), 47; P. de Wolff and W. Driehuis, "A Description of Post War Economic Developments and Economic Policy in the Netherlands," in *The Economy and Politics of the Netherlands since 1945*, ed. R. T. Griffiths (The Hague: Nijhoff, 1980), 15–16.

²⁸ Albert Heijn, "Geschiedenis: De 20e Eeuw," accessed June 13, 2024; A. H. Van Otterloo, "Voeding," in *Deel 3. Landbouw, voeding* (Eindhoven: Stichting Historie der Techniek, 2000), 290.

²⁹ Van Otterloo, "Voeding," 290.

³⁰ Van Otterloo, 292.

³¹ Van Otterloo, 281.

³² Van Otterloo, 293.

³³ Van Otterloo, 283.

Applying the Deep Transitions Framework

The historical context and technological innovations outlined have significantly shaped the socio-technical landscape of the food industry in the Netherlands. The pioneering work of Nicolas Appert and Peter Durand in food preservation techniques catalyzed a shift in food production and distribution. These innovations extended food shelf life and enabled the safe transport of perishable items over long distances, fostering the growth of global trade and food security. The integration of these methods laid the groundwork for mass production and distribution, establishing foundational meta-rules that prioritize efficiency, durability, and scalability in food preservation.

The rise of supermarkets in the mid-20th century further transformed the food industry. The supermarket model, characterized by expansive product selections and self-service mechanisms, redefined consumer shopping experiences. The establishment of supermarkets responded to the post-war economic boom and urbanization, aligning with societal shifts such as increased disposable income and changes in mobility patterns. These developments underscored the meta-rules of convenience, variety, and accessibility, which continue to drive consumer behavior and retail practices today. The supermarket's emphasis on competitive pricing and variety solidified its role as a primary food retailer, highlighting the regime of cost-efficiency and broad consumer appeal.

Further innovations and societal changes in the post-war era, including the advent of convenience foods and household appliances, responded to evolving demographic patterns and lifestyle shifts. The rise of women in the workforce and the decrease in average family size seem to have prompted the food industry to adapt by producing more pre-prepared and ready-made products. These shifts marked a departure from traditional cooking methods, aligning with the meta-rule of convenience in food preparation. Improved transportation facilitated the sourcing of fresh ingredients, further enhancing the accessibility and diversity of food options. In light of these developments, it is imperative to explore the rise of packaged and canned soup in the next chapter. This focused examination will reveal how the broader socio-technical trends and innovations specifically influenced the transition within the soup industry. By delving into the intricacies of packaged soup, we can better understand the interplay between technological advancements, consumer behavior, and industry practices, providing a nuanced perspective on the evolution of convenience foods.

1.2. The Rise of Packaged Soup

Packaged soup became a significant category within convenience foods during the 20th century, driven by technological innovations and changing societal needs. In this section, I will explore the technological and regulatory advancements that have enabled the worldwide availability of safe packaged and canned soups. This exploration will provide insight into how packaged soup has become integrated into Dutch consumer culture.

1.2.1. Technological Innovations

Initially, Dutch food consisted primarily of simple, raw agricultural products. Over time, as the country faced economic downturns and global conflicts such as World Wars, there was a shift towards more composite food products made from various ingredients, such as dry soups and sauces.³⁴ The transition from rural to urban living further accelerated changes in food habits, with more people buying rather than growing their food, leading to a complex food supply chain.³⁵

Advances in food preservation, such as freeze-drying and aseptic packaging, were crucial. Freeze-drying, developed during World War II for military rations, allowed soups to be preserved without losing nutritional value or flavor.³⁶ The significance of freeze-drying lies in its ability to produce foods that are shelf-stable without refrigeration, lightweight, and quick to rehydrate. This makes it ideal for military use, space travel, emergency preparedness, and even everyday consumer products like instant soups, coffee, and fruit snacks. The technology has expanded to various sectors, ensuring that food can be transported and stored efficiently without significant loss of quality.

Aseptic packaging, more widely introduced in the 1960s, enabled the storage of soups without preservatives while maintaining their quality.³⁷ Aseptic packaging has several advantages, including the preservation of the natural taste, texture, and nutritional value of the food. It is widely used for liquid foods like soups, juices, dairy products, and even some

³⁴ Van Otterloo, 238.

³⁵ Van Otterloo, 240.

³⁶ C. Forbes-Ewan, T. Moon, and R. Stanley, "Past, Present and Future of Military Food Technology," *Journal of Food Science and Engineering* 6 (2016): 312–13; Y. Liu, Z. Zhang, and L. Hu, "High Efficient Freeze-Drying Technology in Food Industry," *Critical Reviews in Food Science and Nutrition* 62, no. 12 (2022): 3370–88; J. M. Tuomy, "Freeze Drying of Foods for the Armed Services," 1970.

³⁷ C. O. Chichester and B. S. Schweigert, *Advances in Food Research Vol. 32*, *Advances in Food Research* (San Diego: Academic Press, 1988), 2–11; P. Fellows, *Food Processing Technology: Principles and Practice*, 4th ed, Woodhead Publishing in Food Science, Technology, and Nutrition (Kent: Woodhead Publishing/Elsevier Science, 2016), 472.

pharmaceuticals. By eliminating the need for refrigeration, aseptic packaging reduces energy consumption and allows for the safe transport of food products to remote areas.³⁸

During World War II, the Dutch government intervened heavily in the food chain to ensure efficient distribution amid scarcity and logistical challenges. This intervention was crucial in preventing famine and maintaining public morale. The government implemented rationing systems to ensure fair distribution and avoid hoarding, which helped in managing the limited food supplies effectively.³⁹ One notable development during this period was the introduction of canned foods. Wartime distribution of canned foods became essential due to their long shelf life, ease of transportation, and nutritional value.⁴⁰ These attributes made canned foods a staple in both military and civilian diets, highlighting the strategic importance of food preservation technologies during times of crisis.

Post-war, the production of canned and other composite food products surged. This boom was driven by technological advancements and the increased industrial capacity built up during the war.⁴¹ By the year 2000, the food market had become significantly more diversified compared to the simpler assortments available around 1890.⁴² This diversification was facilitated by these innovations in food processing and preservation, which allowed for a wider variety of products to be produced and distributed on a large scale.

The availability of household technologies such as the family car and refrigerator further transformed the food landscape.⁴³ As discussed in the chapter before this one, the family car made it easier for consumers to access a wider variety of food retailers due to the rise of parking lots, while the refrigerator allowed for the storage of perishable goods for longer periods. These developments contributed to changes in shopping habits and food consumption patterns, enabling families to purchase and store larger quantities of food, which in turn influenced the food retail market.

³⁸ R. Hemegowda, R. E. Sushma, and M. C. Sanjana, "Aseptic Packaging – A Novel Technology to the Food Industry," *International Journal of Trend in Scientific Research and Development* Volume-3, no. Issue-3 (2019): 307–10.

³⁹ M. J. L. Dols and D. J. A. M. van Arcken, "Food Supply and Nutrition in the Netherlands during and Immediately after World War II," *The Milbank Memorial Fund Quarterly* 24, no. 4 (1946): 319–58; Ralf Futselaar, "Incomes, Class, and Coupons. Black Markets for Food in the Netherlands during the Second World War," *Food and History* 8, no. 1 (2010): 171–72.

⁴⁰ Van Otterloo, "Voeding," 246.

⁴¹ A. Gezyen, "The Ideology of Convenience. Canned Foods in Women's Magazines (Flanders, 1945–1960)," *Convenience Foods: Shopping, Cooking & Eating* 94 (2015): 22–23.

⁴² Van Otterloo, "Voeding," 238.

⁴³ D. J. Oddy, "From Cornershop to Supermarket: The Revolution in Food Retailing in Britain: 1932–1992," in *Food Technology, Science, and Marketing: European Diet in the Twentieth Century*, ed. A. P. den Hartog (East Linton: Tuckwell Press, 1995), 187–99; H. J. Teuteberg, "History of Cooling and Freezing Techniques and Their Impact on Nutrition in Twentieth-Century Germany," in *Food Technology, Science, and Marketing: European Diet in the Twentieth Century*, ed. A. P. den Hartog (East Linton: Tuckwell Press, 1995), 51–65.

1.2.2. Cultural Shifts and Market Expansion

Food plays a central role in defining our identity and culture. The way we produce, prepare, and consume food is deeply embedded in our cultural practices and traditions.⁴⁴ These food-related practices serve as markers of cultural identity, distinguishing one community from another. For instance, regional cuisines reflect a place's geography, climate, and history, contributing to a sense of belonging and cultural heritage.⁴⁵ Throughout this chapter, I will focus on significant cultural shifts—including those resulting from war, economic prosperity, and changing family dynamics—to examine their impact on the acceptance of convenience soup.

As industrialization progressed, companies like Campbell's and Heinz globally capitalized on the potential for mass production, turning soup into a widely accessible convenience food.⁴⁶ Canned soups became popular in households for their ease of preparation and long shelf life, appealing particularly to those with busy lifestyles, and sometimes even referred to as luxurious items as status symbols.⁴⁷ In the mid-20th century, manufacturers began marketing dehydrated soups to busy housewives. They shifted their focus from the usual consumers, soldiers, to emphasize the convenience and resemblance to homemade soups. These soups, available in flavors like vegetable and French onion, required only water and twenty minutes of simmering, making them ideal for the fast-paced lifestyle of the era.⁴⁸ The perception of convenience soup is generally the same worldwide. However, the food industry in the Netherlands has changed significantly over the centuries due to economic conditions, wars, and societal shifts, and in some ways, it is different than in other parts of the world. These changes have impacted not only food production techniques but also the types of foods consumed by the Dutch population.

In the previous chapter, we saw that the economy expanded and more women entered the workforce as it did. The rise in dual-income households had profound implications for daily life, particularly in terms of household management and meal preparation. However, during the 1950s, 1960s, and 1970s, which are the focus of this research, the female employment rate could still be considered low.⁴⁹

⁴⁴ Van Otterloo, "Voeding," 61.

⁴⁵ J. Goudsblom, *Sociology in the Balance: A Critical Essay* (Oxford: Basil Blackwell, 1977), 138.

⁴⁶ Clarkson, *Soup*, 96.

⁴⁷ Clarkson, 83.

⁴⁸ Clarkson, 79.

⁴⁹ J. Hartog and J. Theeuwes, "The Emergence of the Working Wife in Holland," *Journal of Labor Economics* 3, no. 1, Part 2 (1985): 236; R. Schettkat and L. Yocarini, "Education Driving the Rise in Dutch Female Employment Explanations for the Increase in Part-Time Work and Female Employment in the Netherlands, Contrasted with Germany," SSRN Scholarly Paper (Rochester, NY, 2001).

As we concluded in the previous chapter, the combination of economic growth, slightly increased female workforce participation, and urbanization created a demand for quick and easy meal solutions. With more women working outside the home and urban dwellers leading busier lives, one can imagine there was less time for traditional, time-consuming cooking methods. Convenience became a key factor in food choices. However, some sources suggest another trajectory. Not only do the critiques focus on the growth of the female employment rate and urbanization, but Jon Verriet's article *Ready Meals and Cultural Values in the Netherlands, 1950-1970* also examines the cultural resistance to ready meals in the Netherlands during the 1950s and 1960s. Despite advancements in food preservation tech and household appliances, adopting convenience foods like canned, jarred, freeze-dried, and frozen products was slow.⁵⁰ This hesitation was deeply ingrained in the societal norms of the period, particularly regarding the roles of homemakers and the significance of healthy meals cooked at home.⁵¹

The research identifies two main cultural barriers: the stigma associated with convenience, where ready meals were seen as undermining a housewife's duty to cook from scratch and demonstrate care, and nutritional concerns heightened by post-World War II health awareness.⁵² Ready meals, often viewed with suspicion for their nutritional content, were less desirable compared to freshly prepared foods.⁵³ Verriet supports these points with references to popular women's magazines like *Margriet* and *Libelle*, which often reinforced the traditional role of the housewife and emphasized their responsibility for their family's health.⁵⁴ Overall, the article highlights how cultural values and norms significantly influenced consumer choices and the Dutch market's slow acceptance of ready meals during this period.

It is also interesting to examine the technological advancements brought about by World War 'shocks' and how we later incorporated these practices into our society.⁵⁵ One notable event was the 1938 overproduction crisis when there was an excess supply of tomato soup. This situation was managed through a highly successful marketing campaign, which shows the growing influence of advertising in shaping consumer preferences and managing market dynamics.⁵⁶ This incident marked the start of more advanced marketing strategies in the food industry. This shows the influence of media and advertising on driving product demand and

⁵⁰ J. Verriet, "Ready Meals and Cultural Values in the Netherlands, 1950-1970," *Food and History* 11, no. 1 (2013): 128.

⁵¹ Verriet, 141.

⁵² Verriet, 125.

⁵³ Verriet, 151.

⁵⁴ Verriet, 131-33.

⁵⁵ Refer to Johnstone and McLeish (2022) World wars and sociotechnical change in energy, food, and transport

⁵⁶ Van Otterloo, "Voeding," 272.

sales. Additionally, during this period, there was an increase in government regulation on nutrition and health and a growing impact of science on society.⁵⁷ This brings us to the next part, where I will explore the regulatory and normative frameworks surrounding convenience soup as far as they are relevant to this exploration.

1.2.3. Regulatory and Normative Frameworks

The development of the packaged soup industry has been guided by various regulatory and normative frameworks. Here, I will list some of the most interesting ones for this analysis.

In the early 1960s, countries, including the Netherlands, began to develop food packaging regulations in response to the expansion of commercial channels and increasing concerns about food safety.⁵⁸ This period marked the start of more formal regulatory activities in the Netherlands and other European countries

Dutch cultural values regarding convenience and nutritional concerns significantly impacted the popularity and regulation of ready meals, including canned soups, during the 1950s and 1960s.⁵⁹ By the 1980s, there was a growing skepticism towards the food industry, fueled by concerns over additives and the health implications of processed foods. Despite these concerns, the convenience food market continued to expand, making up a substantial portion of the food market by the late 20th century.⁶⁰ In response to consumer dissatisfaction, the industry began to shift its focus towards using natural and natural-identical flavors, although these still relied on chemical processes. This highlighted the complex relationship between consumer preferences and industry practices.⁶¹

Moreover, as I noted before, Verriet (2013) discusses how Dutch women's magazines *Margriet* and *Libelle* in the 1950s and 1960s reflected concerns about convenience food. These magazines portrayed the ideal housewife as someone dedicated to preparing nutritious, home-cooked meals, which clashed with the time-saving promises of ready meals.⁶² Advertisements for these products often conflicted with societal values of effort and sacrifice in household duties. The magazines highlighted the guilt and stigma associated with using ready meals, revealing cultural tension between modern convenience and traditional domestic

⁵⁷ Van Otterloo, 240; van Otterloo, "Healthy, Safe and Sustainable," 62.

⁵⁸ J. H. Heckman, "Food Packaging Regulation in the United States and the European Union," *Regulatory Toxicology and Pharmacology* 42, no. 1 (2005): 96.

⁵⁹ Verriet, "Ready Meals and Cultural Values in the Netherlands, 1950-1970," 125.

⁶⁰ Van Otterloo, "Voeding," 297.

⁶¹ Van Otterloo, 308.

⁶² Verriet, "Ready Meals and Cultural Values in the Netherlands, 1950-1970," 125-35.

responsibilities. This reflected broader societal skepticism towards convenience foods, seen as undermining the housewife's role.⁶³

1.3. Conclusion

The socio-technical landscape of the packaged soup industry in the Netherlands demonstrates the complex interaction of technological advancements, cultural changes, and regulatory frameworks throughout the last century. In the mid-20th century, technological innovations such as freeze-drying and aseptic packaging revolutionized food preservation, enabling the production and global distribution of shelf-stable convenience foods. The emergence of supermarkets further facilitated this transition, aligning with societal changes like urbanization, increased disposable income, and the rise of dual-income households. These advancements established a meta-regime prioritizing efficiency, convenience, and broad accessibility, transforming consumer habits and food retail practices.

However, the adoption of convenience foods, including packaged soup, was met with cultural resistance in the Netherlands. Despite the rise of dual-income households, female workforce participation remained relatively low during the 1950s to 1970s, suggesting other factors influenced the demand for convenience foods. Moreover, societal norms and values, particularly those related to traditional homemaking and nutritional concerns, created barriers to the acceptance of ready meals. As highlighted by Verriet's examination of women's magazines like *Margriet* and *Libelle*, these sources reinforced the role of housewives in preparing nutritious, home-cooked meals, reflecting a skepticism towards convenience foods.

Due to the cultural resistance and the nuances in the adoption of convenience foods, examining influential Dutch magazines could help clarify these concerns. First, these magazines serve as valuable cultural artifacts that provide insights into the societal attitudes and perceptions towards packaged soups during the mid-20th century. They reveal the prevailing narratives, values, and norms that influenced consumer behavior and shaped the acceptance or rejection of convenience foods.

Second, by analyzing articles and advertisements in these magazines, we can understand how packaged soups were marketed, a key demographic in food purchasing decisions. This examination will highlight the strategies used to promote technological innovations in food preservation and packaging and how these innovations were positioned within the context of traditional homemaking and nutritional concerns.

⁶³ Verriet, 152–53.

Third, these magazines offer a window into the regulatory environment and its impact on product normalization. They document changes in food safety regulations, nutritional standards, and marketing practices, providing a comprehensive view of how regulatory frameworks influenced the packaged soup market.

Chapter 2: Trends of Packaged Soup in Magazines

Building on the previous chapter's exploration of how socio-technical transitions and (meta) rules and regimes have influenced the development and normalization of packaged soups in the Netherlands, this chapter will present and analyze the results of my data collection. Focusing on the sentiment of articles and strategic marketing of packaged soup and related products, such as bouillon and canned soup meatballs, I will examine trends in packaged soup consumption from 1950 to 1990.

By using the digital archive Delpher, I analyzed mentions of packaged soup in magazines and newspapers to uncover patterns and contexts. This part of the research aims to provide a deeper understanding of how cultural and societal shifts towards convenience foods were reflected and shaped by media during this period. Throughout my study, I adjusted my approach based on emerging results, which I will illustrate in this chapter. In this chapter, I will only explicitly cite the specific sources from Delpher that are directly mentioned, rather than listing all the sources used. This study aims to uncover patterns and contexts of these mentions, providing insight into broader cultural and societal shifts towards convenience foods during that time.

2.1. Methodology for Data Collection and Analysis

I examined the trends of packaged soup consumption in the Netherlands from 1950 to 1990 using Delpher, a digital archive of Dutch historical texts such as magazines and newspapers. The data collection process involved developing a *Python* script to automate the extraction of relevant metadata from Delpher's extensive magazine archives.

Before developing the *Python* script, I conducted manual searches in Delpher. This preliminary step was crucial to understand the types of queries that would yield the most relevant results and to get a sense of the variety of content available. By manually searching for terms related to packaged soup, I was able to identify the key phrases and words that were most frequently associated with the topic. This process forms the basis of the construction of the final

search query, ensuring that it would capture a comprehensive range of relevant articles while minimizing irrelevant results.

Unfortunately, Delpher is not as accurate as you might hope when searching for more than one word. As a result, I tried to use a minimum of two to three words. Additionally, upon conducting more thorough research, I discovered that many ads were skipped when more than just the word 'soup' was used. I will delve deeper into this during the explanation of the in-depth research.

The Python script was developed to scrape the Delpher database efficiently using web scraping methods with the help of libraries like Selenium, BeautifulSoup, and Pandas. A "library" refers to a collection of pre-written code that provides functionalities and tools that can be used to perform specific tasks in programming. These libraries are reusable, modular, and designed to simplify various aspects of coding by offering built-in functions and methods and have specific uses in this context. Selenium is a tool that automates web browsers, and in this case, it was used to control a headless Chrome browser. A headless Chrome browser is essentially a Chrome browser without a graphical user interface (GUI). It is used to work with web pages in a programmatic way. This means you can run automated tests, scrape web data, or perform various web-related tasks without opening a visible browser window. This headless browser navigated the Delpher website and executed search queries related to packaged soup. BeautifulSoup is specifically designed to parse HTML and XML documents, enabling the extraction of data from web pages such as article titles, snippets, publication dates, and magazine names. Moreover, the script handled pagination, iterating through multiple pages of search results to ensure comprehensive data collection. Pagination is crucial because search results are often spread across several pages, and accessing only the first page would lead to incomplete data. The script extracted metadata for each page, including titles, snippets, publication dates, and magazine names, using BeautifulSoup to parse the HTML content. Pandas, on the other hand, is a powerful data analysis and manipulation library for Python. It was used to store and manage the extracted data in DataFrames, which are tabular data structures similar to Excel spreadsheets. Subsequently, the data was exported to CSV files, an easy format to handle and analyze.

The search query used was "(soep AND (blik OR pak))," specifically chosen to capture articles discussing canned or packaged soup. The decision to use this specific query was based on several factors. First, "soep" (soup) is the central focus of the study, ensuring that all retrieved articles are relevant to the topic. Including "blik" (can) and "pak" (package) targets the specific forms of soup packaging that are pertinent to the analysis. These terms were selected to

differentiate between different types of packaged soups, which could indicate various trends and consumer preferences. Using "AND" ensures that both terms ("soep" and either "blik" or "pak") must be present in the articles, thereby increasing the relevance of the search results. This combination of terms was important for capturing the broadest range of relevant articles while filtering out unrelated content.

Additionally, I chose not to use the asterisk wildcard character (*) in the search query. The wildcard (*) replaces any number of characters, broadening search results. For example, "pak*" includes words like "pakje" and "pakken." While useful for capturing variations, it can lead to less specific and relevant results. This broad inclusion might bring in articles unrelated to the specific forms of packaging relevant to this study, diluting the search results. By using "blik" and "pak" specifically, I ensured higher precision and relevancy in capturing articles directly related to the forms of packaged soup needed for this study.

After gathering the data, the next step involved thorough analysis to discern patterns and trends in the mentions of packaged soup. The analysis process began with loading the *CSV files* into *pandas DataFrames*. This step was followed by data cleaning procedures, such as handling missing values and converting the date column to a *datetime* format. Data cleaning is essential to ensure that the analysis is based on accurate and complete data. By converting the dates to a standard format, I was able to extract the year from each date, making it possible to conduct a time-series analysis of the data. Time-series analysis helps identify trends and patterns over a specific period.

The script went through 6.131 results, and this automated data collection and subsequent analysis provided a great start for my analysis of how packaged soup evolved as a convenience food. In the next section, I will present the findings and conclusions of this analysis before delving into a more detailed examination of specific data selected based on the results of this analysis.

2.2. Results

In this part, I will discuss the results of the analysis that I conducted using Python code to gather and analyze the meta-data on the perception of convenience soup in Dutch magazines between 1950 and 1990. I will present the results and briefly explain how the analysis is conducted and for what purpose. Then, at the end of this section, I will also discuss some of the complications I discovered during the analysis and later on while conducting in-depth research on some magazines.

2.2.1. Distribution of Articles Over Time

A yearly plot was created to analyze the frequency of articles discussing packaged soup over time. This visualization helped identify periods of increased or decreased interest in packaged soup. The first figure shows the distribution of articles mentioning packaged soup over the period from 1950 to 1990. The number of articles increases significantly from the late 1960s, reaching a peak in the mid-1970s. This trend indicates a growing interest in packaged soup during this time, likely reflecting broader societal shifts toward convenience foods, as mentioned in the previous chapter. The data also suggests that interest in packaged soups remained relatively high throughout the 1980s, indicating sustained popularity.

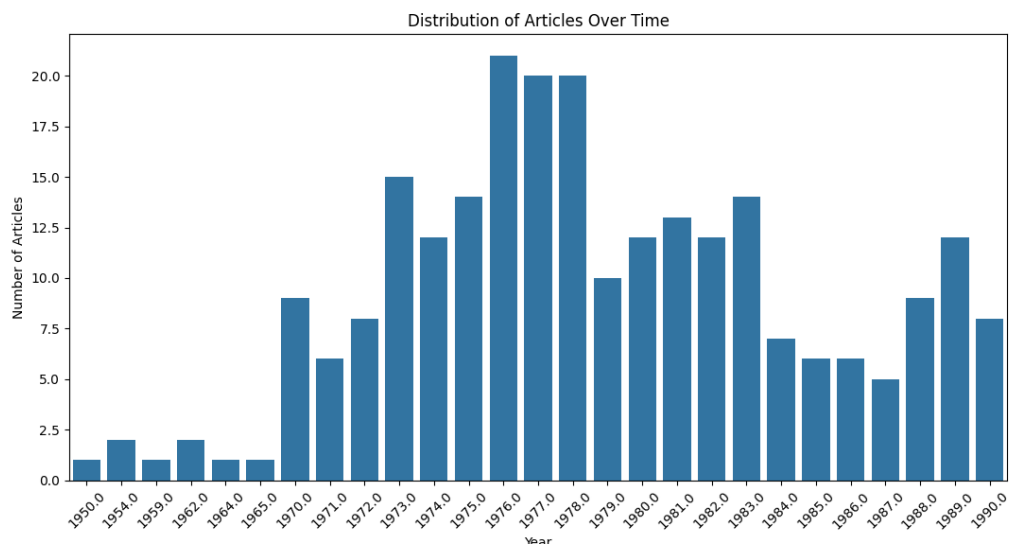


Figure 1: Distribution of Articles Over Time. Data from Delpher.⁶⁴

2.2.2. Number of Mentions per Magazine

Figure 2 illustrates the number of mentions of packaged soup in various magazines. This analysis was conducted by investigating the magazines that frequently discussed packaged soup. The graph reveals that certain years had a significantly higher number of mentions, particularly around 1970 but also in the 1950s, which aligns with the overall trend of increasing popularity of packaged soup. This spike could be associated with targeted marketing campaigns or specific events that brought packaged soup into the public spotlight. This requires a more thorough analysis before drawing any conclusions.

⁶⁴ Delpher Archive accessed 16-05-2024.

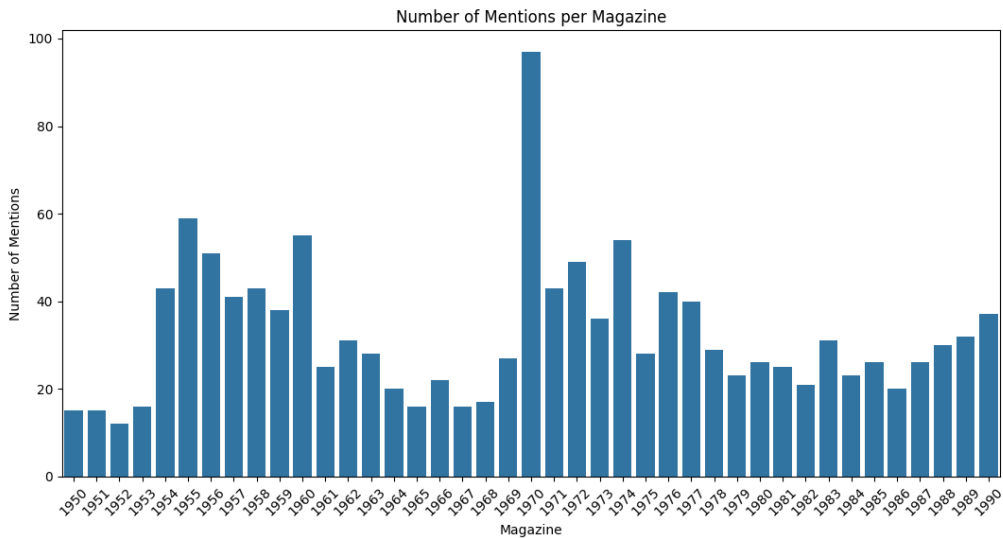


Figure 2: Number of Mentions per Magazine. Data from Delpher.⁶⁵

2.2.3. Top 10 Magazines Mentioned

The third figure highlights the top 10 magazines that frequently mentioned packaged soup. "Margriet" emerges as the most dominant publication, followed by "Beatrijs" and "De Libelle." Differentiating between monthly and weekly magazines was deemed unnecessary as the focus was on overall mention frequency and influence rather than the specific publication intervals. These magazines likely influenced public perception and consumer behavior regarding packaged soup. Given their high mention frequency, further investigation into these magazines, particularly "Margriet," can provide deeper insights into how packaged soup was marketed and perceived over time. Analyzing the content of "Margriet" could reveal specific themes, advertising strategies, and public discussions that contributed to the popularity of packaged soup.

2.2.4. Trends of Packaged Soup Mentions Over Time

A keyword frequency analysis was conducted to explore common themes and terminologies used in the articles. Keywords like 'gemak' (convenience), 'blik' (can), and 'pakje' (package) were analyzed to identify shifts in the language and focus surrounding packaged soup over time. Figure 4 tracks the trends of packaged soup mentions over time, focusing on these keywords. The term 'blik' is consistently mentioned throughout the studied period, with a notable increase in the early 1970s. This trend suggests a steady association of canned soup with convenience. The terms 'gemak' and 'pakje' show up more sporadically, with noticeable spikes in the late

⁶⁵ Delpher Archive accessed 16-05-2024.

1980s, possibly indicating shifts in marketing focus or consumer preferences towards more convenient packaging options. However, this can only be affirmed by a more in-depth analysis of these articles and advertisements.

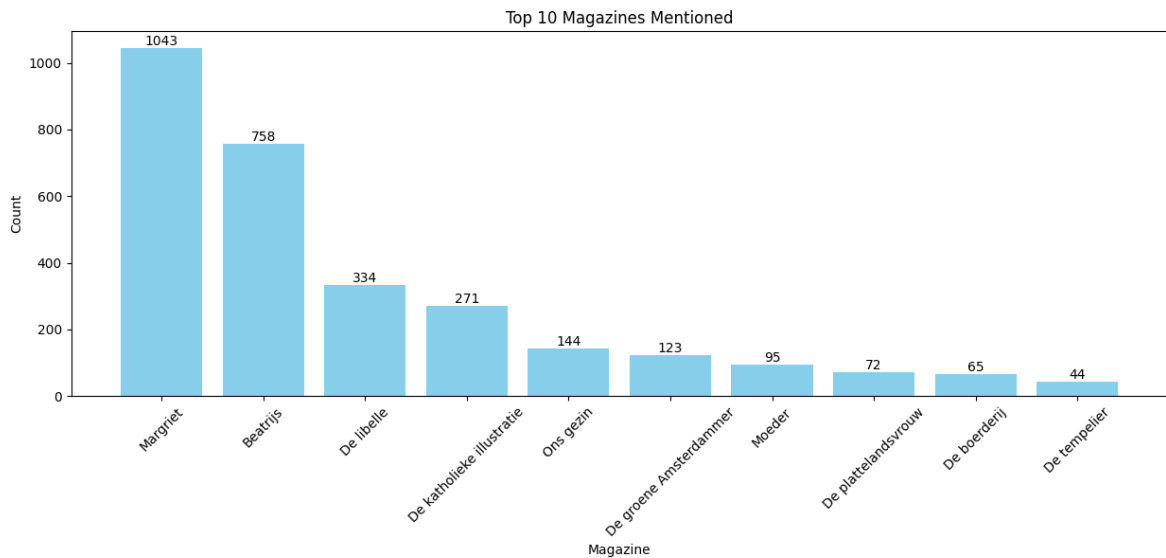


Figure 3: Top 10 Magazines Mentioned. Data from Delpher.⁶⁶

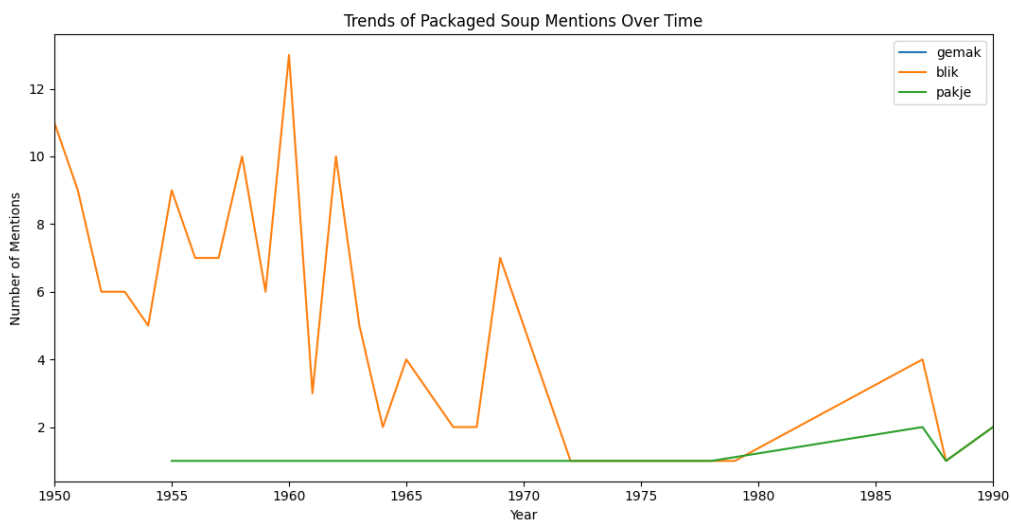


Figure 4: Trends of Packaged Soup Mentions Over Time. Data from Delpher.⁶⁷

2.2.5. Frequency of Keywords in Articles

Figure B1 (Appendix B) quantifies the frequency of specific keywords in the articles. This analysis involved counting the occurrences of terms like 'gemak', 'blik', and 'pakje' to understand

⁶⁶ Delpher Archive accessed 16-05-2024.

⁶⁷ Delpher Archive accessed 16-05-2024.

their prevalence and significance in the discourse around packaged soup. 'Blik' is the most frequently mentioned term, underscoring the prominence of canned soup in the discourse around packaged soup. 'Gemak' and 'pakje' are mentioned less frequently, which might reflect their more recent association with convenience and packaging innovations that emerged later in the studied period.

2.2.6. Context Analysis of Packaged Soup Mentions

The context in which packaged soup was mentioned was analyzed by identifying articles as advertisements or recipes using specific keywords. This analysis, illustrated in Figure B2 (Appendix B), shows that recipes were mentioned more frequently than advertisements, indicating packaged soup was often discussed in the context of meal preparation. This trend reflects marketing strategies that emphasize the versatility and ease of using packaged soup in home cooking. Further examination of these advertisements and recipes would provide a deeper understanding of this trend.

2.2.7. Brand Analysis

To evaluate the visibility of various brands over time, I conducted a brand analysis by tallying the appearances of specific brand names such as Honig, Heinz, Knorr, and Unox in the article titles in Figure B3 (Appendix B). 'Honig' is overwhelmingly the most mentioned brand, followed by sparse mentions of 'Heinz' and 'Maggi,' with 'Knorr' and 'Unox' not appearing in the data. This dominance suggests that Honig had a strong market presence and brand recognition during this period, which could be attributed to effective marketing campaigns and product availability.

However, the in-depth analysis later on shows that 'Knorr' and 'Unox' should have appeared in the data even more frequently than the ones mentioned in this analysis. This has most likely to do with the marketing strategy of using specific words while not using certain words such as 'blik' and 'pak'. I get back to this point later in the in-depth analysis.

2.2.8. Popularity Top 3 Magazines

An additional analysis was conducted to understand key magazines' publication frequency and popularity trends over time. This *Python* script processed *multiple CSV* files containing magazine publication data to analyze and visualize the popularity of three specific magazines ("Margriet," "Beatrijs," and "De Libelle") over the years 1950-1990. The script read each *CSV file*, extracted the publication year from the title column, and counted the occurrences of each

magazine per year. It then aggregated these counts into a *DataFrame*, which was filtered for the specified time range and plotted to show trends over time.

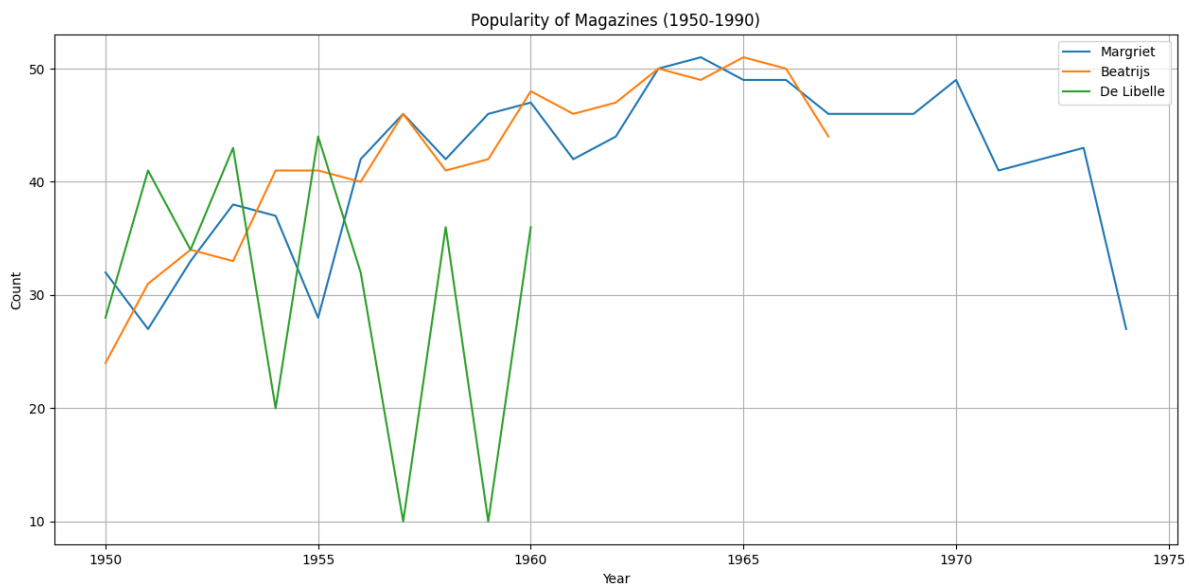


Figure 5: Popularity of Magazines (1950-1990). Data from Delpher.⁶⁸

Figure 5 shows the popularity of these magazines. It reveals that "De Libelle" only appeared until 1960 because Delpher did not have the issues from this magazine after 1960. "Beatrijs" data stops at 1967, likely due to its integration with "De Libelle" in December 1967. "Margriet" has the most complete data coverage throughout the period studied. "Margriet's" comprehensive data presence makes it a valuable source for understanding packaged soup trends, emphasizing the need to consider archival record completeness when interpreting trends.

2.3. Complications

As mentioned earlier, during a more in-depth analysis, I discovered that not all articles, recipes, or advertisements were scraped correctly. For example, some articles might not have been about packaged soup but instead about someone's "gaze" (in Dutch, "blik" can also refer to someone's gaze), and then the soup was mentioned later in the same article. Some soup advertisements also never mentioned the word "package," which seems to have been a common occurrence. Therefore, this metadata exploration should only be viewed as a way to determine the focus of the in-depth analysis.

⁶⁸ Delpher Archive accessed 17-05-2024.

2.4. Interpretation Through Deep Transitions Perspective for Further Analysis

Changing consumption patterns involves multiple interconnected systems, especially for convenience foods like packaged soup. For instance, the surge in the popularity of packaged soup, particularly in the 1970s, can be associated with the second wave of feminism and the increasing demand for convenient foods as more women joined the workforce. This societal change underscores how shifts in gender roles and family dynamics interlock with technological advancements and economic factors. The frequent mentions of 'blik' (can) underscore the significance of preservation technologies in enabling mass production and distribution, representing a pivotal innovation in the food sector.

However, as mentioned in the previous chapter, convenience foods faced cultural resistance in the Netherlands. Despite more dual-income households, female workforce participation remained low from the 1950s-1970s due to norms around homemaking and nutrition. Verriet's study of magazines like *Margriet* and *Libelle* showed a preference for home-cooked meals, reflecting skepticism towards convenience foods. These magazines were crucial in shaping consumer preferences and behaviors, acting as mediators of cultural norms and lifestyle changes.⁶⁹ The frequent recipes indicate that packaged soup was marketed as essential to home cooking, aligning with societal values of providing nutritious meals with minimal effort. This strategy reveals the interconnected systems of media influence, cultural values, and consumer behavior that worked toward the normalization of the product. Analyzing the content of these magazines, especially the recurring themes and advertising strategies, will provide deeper insights into the marketing techniques that promoted packaged soup as a convenient and desirable option for home cooks.

The prominence of brands like Honig highlights the role of market competition and branding in the packaged soup industry. Honig's dominance shows that effective branding was crucial in establishing consumer trust and preference. This aspect highlights the interlocking systems of corporate strategies, consumer trust, and market dynamics. To understand this, further research should examine the branding and marketing campaigns of Honig and its competitors. Investigating the lack of references to 'Knorr' and 'Unox' could provide insights into the time's marketing strategies and consumer awareness.

⁶⁹ Marian Flick, "Invisible or Lovely — Women in Advertising," *Media Information Australia* 34, no. 1 (1984): 23–34; Van Otterloo, "Voeding"; J. Uttien, T. Pieters, and F. J. Meijman, "Medical Communication about the Management of Depression, Anxiety and Sleeplessness in the Dutch Women's Magazine 'Margriet' between 1950 and 1960," *Gewina* 25 4 (2002): 260–74.

This groundwork sets the stage for more specific analyses, such as an in-depth content analysis of "Margriet" to examine language and themes used in marketing and a comparative analysis of brands to understand factors contributing to market dominance and consumer trust. By analyzing the content of magazines like "Margriet," I can uncover how media influence, cultural values, and consumer behavior interconnect to normalize packaged soup.

Chapter 3: The Influence of Margriet

Changing consumption patterns, especially in the context of convenience foods like packaged soup, requires addressing the interlocked nature of multiple systems. Applying the DT framework to the packaged soup industry in the Netherlands highlights how various interdependent systems must be considered to effect change.

"Margriet" magazine significantly influenced consumer preferences and behaviors, particularly among women, by addressing lifestyle topics such as relationships, health, fashion, nutrition, and society. It acted as a mediator of cultural norms and lifestyle changes, promoting trends like packaged soup. Given the findings from the preceding chapters, I have chosen to conduct an in-depth analysis of "Margriet" magazine. The trend analysis of packaged soup mentions across various magazines from 1950 to 1990 highlighted "Margriet" as the most frequently mentioned publication in relation to this product. This consistent presence and its influence on public perceptions and consumer behaviors through their advice and advertisements, as noted by van Otterloo, makes "Margriet" a key source for understanding how packaged soups were marketed and perceived during a period marked by significant cultural and societal changes.⁷⁰ Moreover, the previous data collection has led to the conclusions in Figures 1 and 2 that the distribution of articles about packaged soup occurred prominently in the 1970s and 1980s. However, Figure 5 reveals that the peak years for Margriet magazine started earlier, around the 1960s, and extended into the 1970s. Since Margriet was important in shaping public perceptions and consumer behavior, the 1960s becomes a crucial period for understanding the initial marketing strategies and public discussions that contributed to the subsequent popularity of packaged soups.

Given the specific trends observed in Margriet and the accessibility of its content, I have decided to focus on the years 1959-1969 for the in-depth analysis. Despite the period 1960-1970 having the highest number of mentions with 594 queries, the year 1970 contains some restricted issues in the Delpher archive. Consequently, choosing 1959-1969 provides an

⁷⁰ Van Otterloo, "Voeding," 269, 282.

unrestricted dataset, allowing for a consistent analysis without the limitations posed by restricted access. The period 1959-1969 presents 592 queries, closely matching the peak of 1960-1970. This minor difference of only two queries does not significantly impact the richness of the data.

By examining the content of "Margriet," including advertisements, articles, and recipes, this research will reveal how media influence, cultural values, and consumer behavior are interconnected. It will also provide insights into how marketing strategies leveraged these interconnections to promote packaged soups. A comparative analysis of the most popular brands will also help understand the competitive landscape and the factors that drove brand loyalty and market share. This approach, aligned with the DT framework, offers a nuanced understanding of how technological advancements, cultural shifts, and regulatory changes have shaped the modern convenience food landscape.

3.1. Margriet Data in Delpher

This part outlines the methodology employed to conduct research on the advertisement patterns in the Dutch magazine Margriet from 1959 to 1969. The primary focus is on advertisements related to soup, specifically those that refer to soup in cans or packages. The methodology includes details on data collection, analysis techniques, and the key findings derived from the data set.

3.1.1. Data Collection

The research for this study was conducted using the digital archive Delpher, specifically focusing on advertisements in Margriet magazine. The initial search query used was (Soep AND (Blik OR Pak)) to identify relevant advertisements mentioning soup in cans or packages. This search was performed individually for each year from 1959 to 1969. However, the query was soon adjusted to just "Soep" due to the occurrence of false negatives—instances where advertisements for packaged soup were present but not captured because the ads did not explicitly mention "blik" or "pak" despite being relevant. This issue of false negatives was encountered frequently in nearly every magazine examined, prompting the adjustment to the search query to include only the word "Soep," which, while eliminating false negatives, may have increased the number of false positives. False positives occurred when the search captured irrelevant advertisements or articles that included the terms "soep," "blik," or "pak" but were not actually about packaged soup. To address these errors, each search result was manually reviewed by opening the magazine issue and examining instances of the term "soep" to ensure all relevant advertisements were captured, including those implicitly advertising packaged soup

without explicitly mentioning the packaging form. This meticulous review process was necessary to ensure accuracy, and out of the 808 articles reviewed, 106 were identified as false negatives.

Trends

The collected data was systematically analyzed to identify patterns and trends in soup advertisements and articles. The analysis focused on several key aspects: Monthly Popularity, Yearly Trends, Brand Popularity, Terminology Usage, and Product Types.

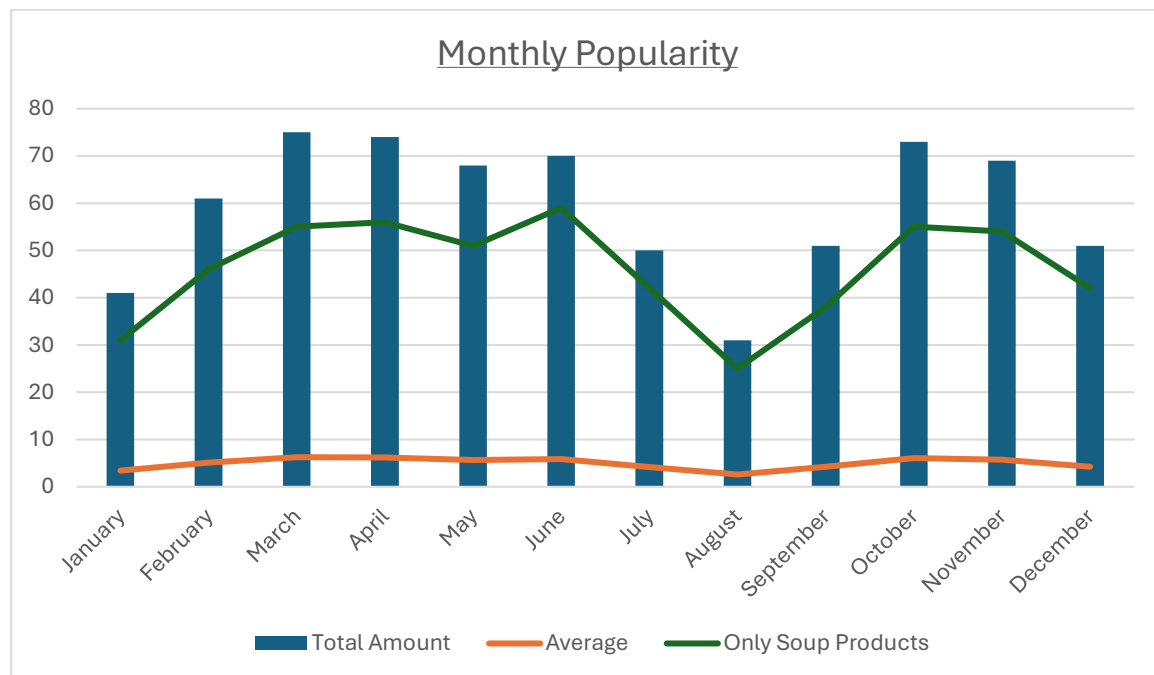


Figure 6: Monthly Popularity. Data from Delpher.⁷¹

The monthly popularity analysis aimed to determine which months had higher frequencies of advertisements. Figure 6 shows that January, March, April, and November had peaks in total advertisement amounts. The green line representing only soup products indicates consistent advertising, with notable dips in August and a peak in October. This suggests seasonal trends in advertising, with potential increases during colder months when soup consumption might be higher.

The yearly trends analysis sought to identify whether certain years had more advertisements than others. This graph, in figure 7, illustrates fluctuations in advertising volume over the years. Notably, 1963 and 1966 had the highest number of advertisements, suggesting a peak in promotional activities during these years. The data indicates variability in advertising intensity, reflecting possible changes in marketing strategies or consumer interest over time.

⁷¹ Delpher Archive accessed 31-05-2024.

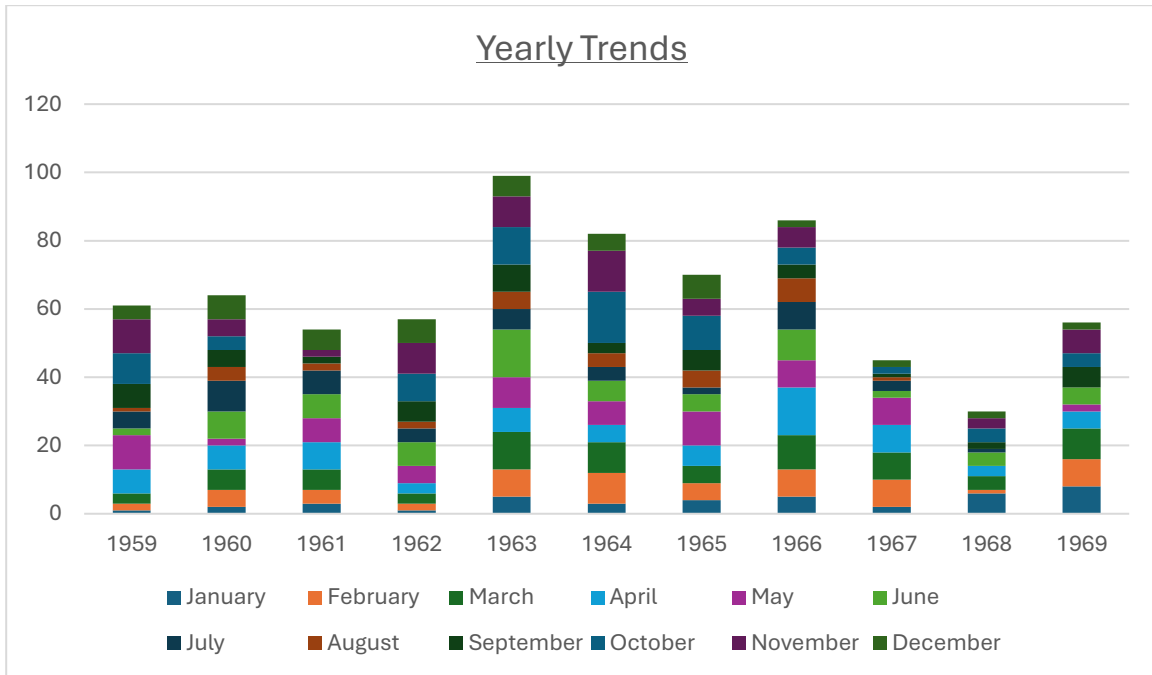


Figure 7: Yearly Trends. Data from Delpher.⁷²

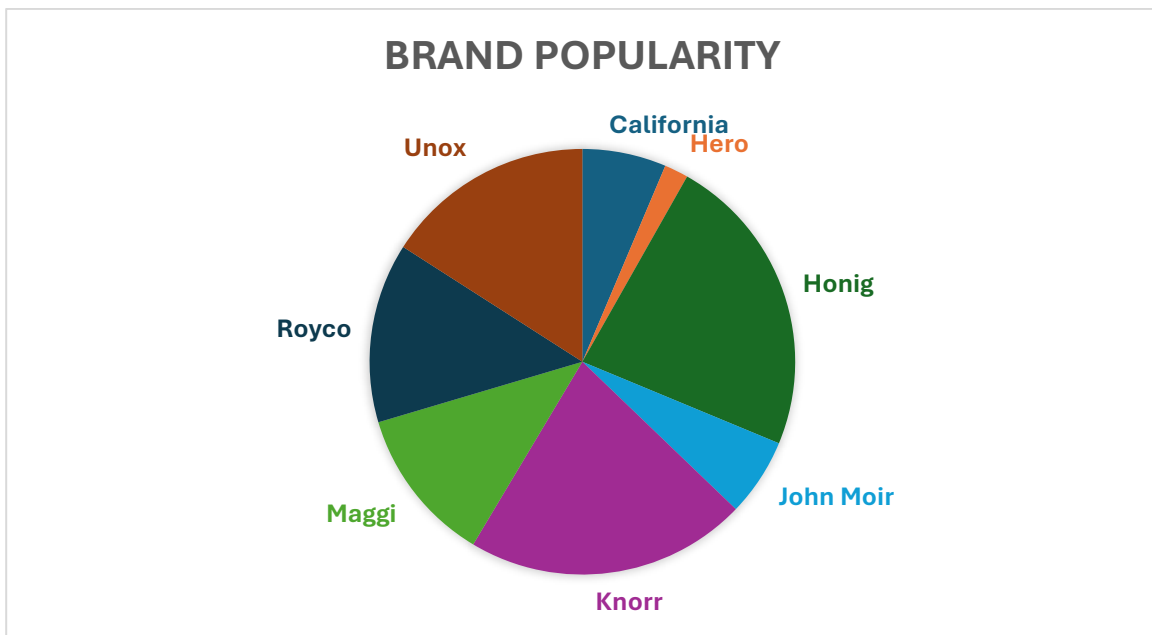


Figure 8: Brand Popularity. Data from Delpher.⁷³

Another focus was determining which brands were most frequently advertised and their variation over time. The pie chart in Figure 8 shows brand popularity, with Honig and Knorr being the most prominent brands, followed by Royco and Maggi. Brands with 10 or fewer

⁷² Delpher Archive accessed 31-05-2024.

⁷³ Delpher Archive accessed 31-05-2024.

articles in total were left out of this chart.⁷⁴ Then, Figure 9 further analyzes brand popularity over time, showing significant fluctuations. For example, Honig had a noticeable peak in 1966, while Knorr showed more consistent advertising throughout the years. This highlights competitive dynamics among brands and shifts in market presence.

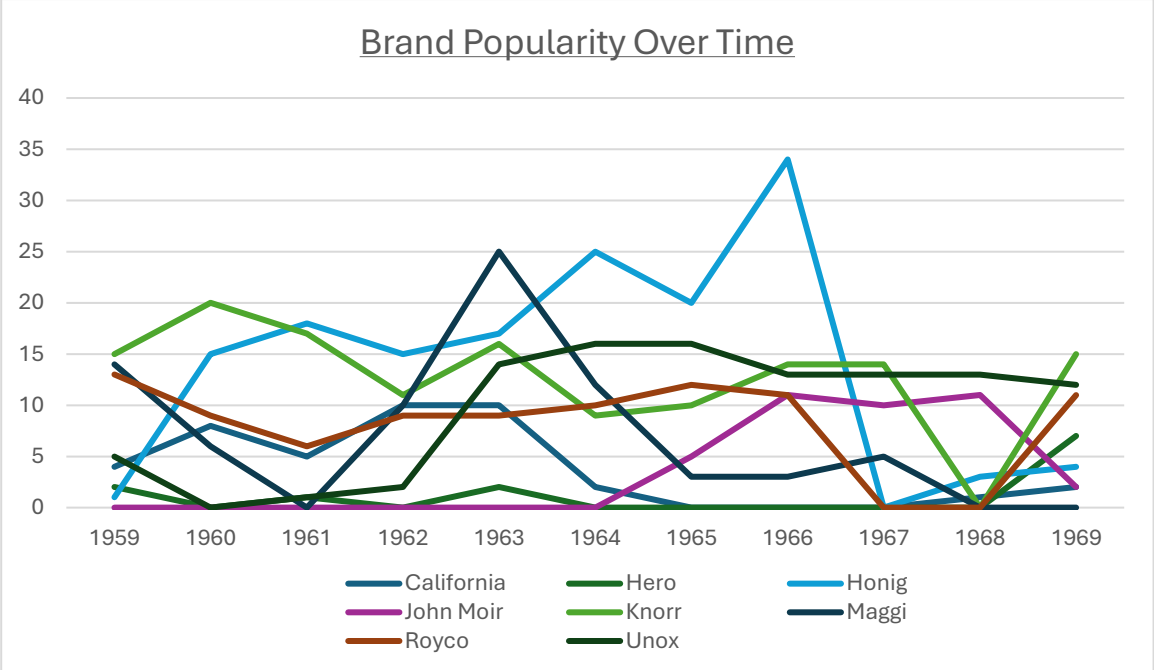


Figure 9: Brand Popularity Over Time. Data from Delpher.⁷⁵

Another critical analysis aspect was the differentiation between the advertised soup products. Figure 10 categorizes product types, with packaged soup being the most advertised, followed by canned soup. Other product types, like bouillon and soup vegetables, had significantly fewer advertisements. This reflects market preferences and the dominance of certain product formats in advertising campaigns.

Overall, the analysis reveals distinct patterns in soup advertisement trends, with variations in monthly and yearly advertising volumes, brand popularity, and product types.

⁷⁴ These brands were De Gruyter; Heinz; Iglo; Koenvisser; Nutroma; Vita; and Zwanenberg.

⁷⁵ Delpher Archive accessed 31-05-2024.

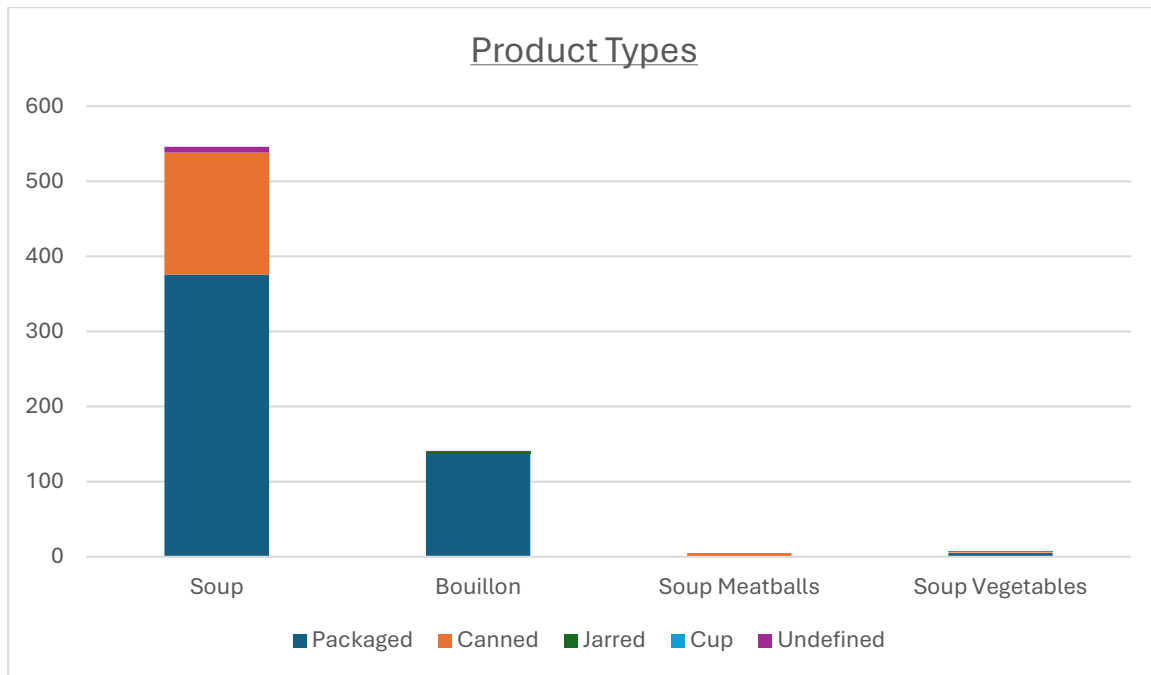


Figure 10: Product Types. Data from Delpher.⁷⁶

Tones

To gain insight into the marketing strategies employed, I have decided to focus on analyzing the use of text and language. While I will not delve into the details of the images, I will briefly touch upon some of my observations in this area and how they relate to the other techniques used. I collected data on the 'tone' used in the advertisements and categorized them into specific themes.

These themes were chosen because the words or their synonyms were frequently used to indicate the overall message or appeal of the advertisements. Verriet's analysis revealed a skeptical attitude toward convenience food, highlighting a cultural resistance rooted in traditional homemaking values and nutritional concerns. Therefore, the emphasis on these themes provides a comprehensive understanding of how marketers attempted to counteract skepticism and persuade consumers by addressing these specific concerns.

By analyzing the recurring themes in advertisements, we can see how marketers strategically tailored their messages to align with the values and priorities of Dutch housewives. For example, highlighting convenience directly addressed the need for time-saving solutions in an increasingly busy world. Emphasizing low prices appealed to the frugality and economic concerns of households. Focusing on quality, health, and deliciousness sought to reassure consumers about the nutritional integrity of packaged soups, countering fears of processed

⁷⁶ Delpher Archive accessed 31-05-2024.

foods. Promoting homemade qualities and family values bridged the gap between traditional cooking practices and modern convenience, making the product more acceptable. Lastly, associating happy feelings with the product created positive emotional connections, aiming to shift consumer perceptions and build loyalty. This thematic analysis, therefore, reveals the nuanced strategies used by marketers to integrate packaged soups into Dutch culinary culture despite prevailing skepticism.

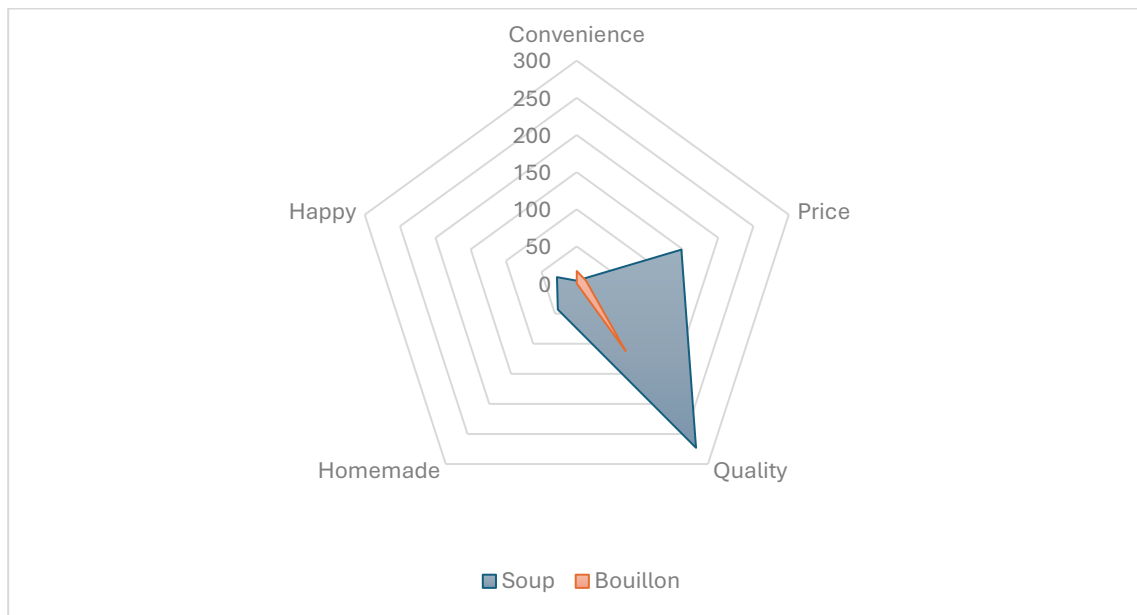


Figure 11: Tones of Advertisement. Data from Delpher.⁷⁷

Figure 11, comparing soup and bouillon advertisements, reveals an interesting trend: Despite being convenience food items, the theme of "convenience" is barely mentioned. Instead, advertisements for both products predominantly emphasize "quality," followed by "price." This scarcity of "convenience" mentions could be a deliberate marketing strategy. Marketers might assume that the convenience factor is already inherently understood by consumers, given the nature of the products. Therefore, they focus on highlighting other appealing aspects, such as quality and price benefits, to differentiate their products in a competitive market.

Additionally, the analysis considered an "Extra" column, which provided specific marketing tactics used in the advertisements. I have brought these under specific themes as well:

- Expert advice: Advertisements that use 'expert' advice to market their products (this can also include housewives).
- Giveaway: Advertisements handing out gifts when buying their products.

⁷⁷ Delpher Archive accessed 31-05-2024.

- Cooking suggestions: Advertisements that include recipes and other suggestions for cooking with their products.

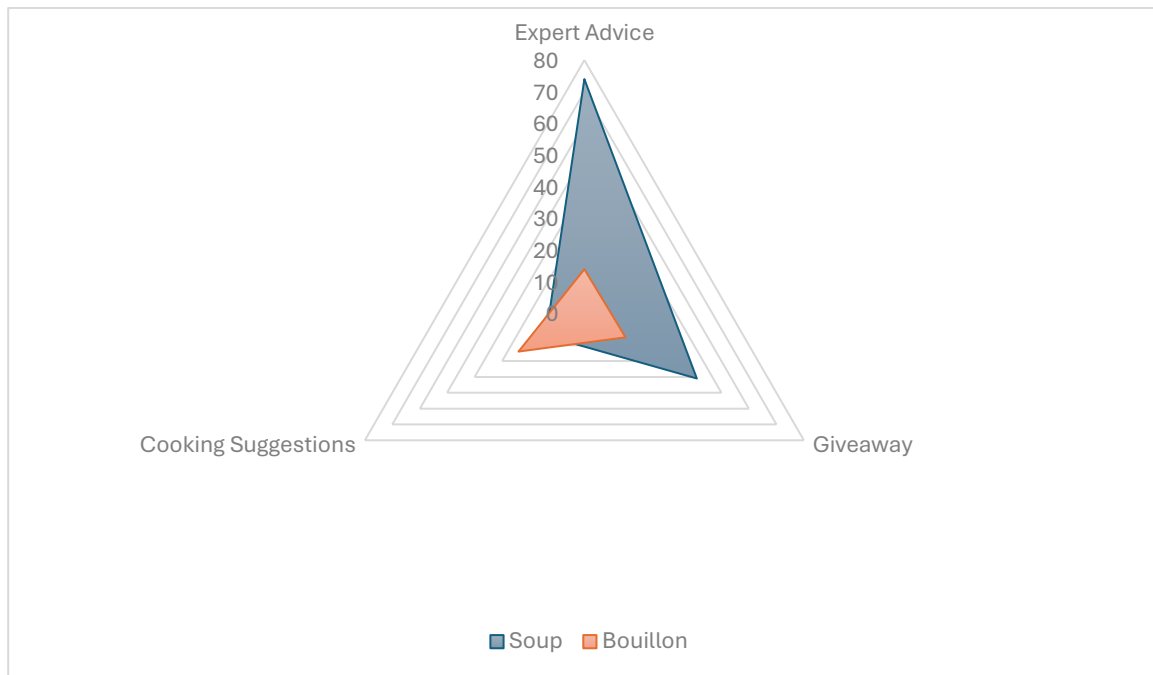


Figure 12: Tones in Extras. Data from Delpher.⁷⁸

Comparing marketing tactics in Figure 12 for soup and bouillon advertisements reveals distinct differences in their promotional strategies. Soup advertisements predominantly employ "expert advice" as a marketing tactic, significantly more than "giveaway" or "cooking suggestions." This emphasis on expert advice suggests a strategy focused on leveraging authority and credibility to assure consumers of the product's quality and benefits. Given the skepticism towards convenience foods identified in Verriet's analysis, this approach likely aimed to counteract doubts by presenting packaged soups as endorsed by trusted figures, thus enhancing consumer confidence.

In contrast, bouillon advertisements also use "expert advice," but to a lesser extent, and rely more evenly on "giveaway" promotions and "cooking suggestions." This indicates an attempt to appeal to consumers through a combination of trust, incentives, and practical usage ideas. This diversified strategy reflects an understanding that different consumers might be swayed by different types of appeals, whether through authoritative endorsements, the allure of additional value through giveaways, or the practical benefit of cooking suggestions.

The tone of articles, recipes, and other materials mentioning packaged soup was categorized into three broader themes:

⁷⁸ Delpher Archive accessed 31-05-2024.

- Positive: Advertisements with a positive tone, highlighting benefits or pleasant attributes.
- Negative: Advertisements with a negative tone, possibly addressing problems or negative attributes.
- Neutral: Advertisements that were neutral, merely informative without a distinct positive or negative slant.

Depicting the tone of articles in Figure 13 about soup advertisements reveals a strong positive and neutral bias. The majority of articles are categorized as having a "positive" or "neutral" tone, with a notable absence of "negative" articles. This indicates that the media coverage and public discourse surrounding soup advertisements were overall favorable, likely contributing to consumers' normalization and acceptance of packaged soups. This favorable portrayal aligns with marketers' efforts to present packaged soups in a beneficial light, countering any existing skepticism and reinforcing positive consumer perceptions.



Figure 13: Tones of Articles. Data from Delpher.⁷⁹

3.1.2. Foreseen issues

One of the inconsistencies I observed is that the number of Margriet magazines in Delpher for each year did not match the expected weekly frequency when looking at the number of issues. This means that the actual number of issues in Delpher did not align with what I would anticipate on a weekly basis, as shown in Figure 10. The figure illustrates the difference between

⁷⁹ Delpher Archive accessed 31-05-2024.

the actual number of issues in Delpher and the number of issues in Delpher mentioning the query data. The data indicates that in most years, the number of issues in Delpher exceeds 52, which is the expected weekly frequency. However, in 1961, there were only 46 issues. Furthermore, the analysis shows that the number of magazines found in the query is slightly less than the total number of issues for that year, suggesting that packaged soup is often featured in this magazine.

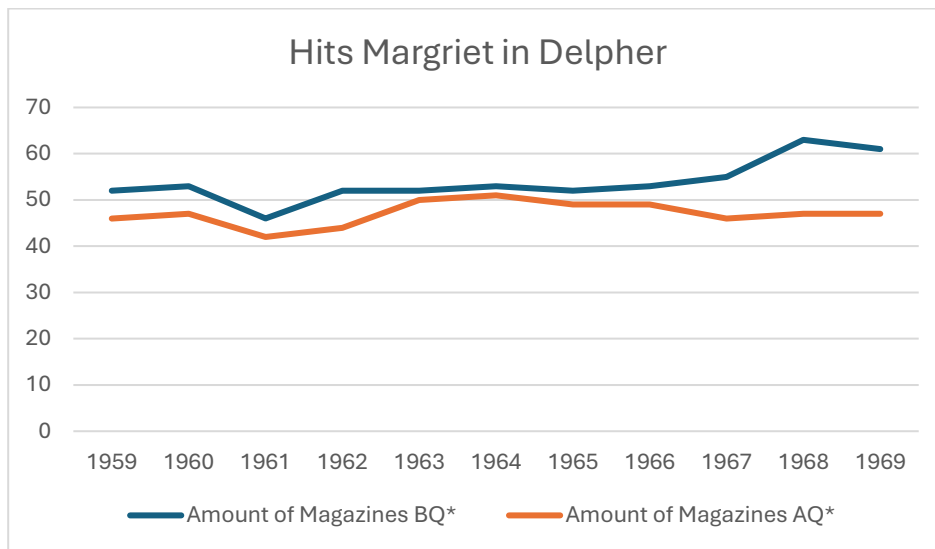


Figure 14: Hits Margriet in Delpher. Data from Delpher.⁸⁰ (*BQ: indicates the amount of articles before the query. AQ: indicates the amount of articles after using the query).

Considering these limitations inherent in historical magazines' digitization and archival process is important. The completeness and accuracy of digital archives can be influenced by several factors, such as the quality of the original scans, the search algorithm's effectiveness, and the possible existence of missing issues that were never digitized. These factors can contribute to discrepancies in the dataset and may affect the reliability of the findings.

Another inconsistency that I have found is that the *Boolean* search in Delpher did not yield the desired results as some of the articles I came across did mention soup and package, but not necessarily in the same context or article as I mentioned earlier in the complications part of the metadata analysis. This means that the analysis I did before should be taken more lightly and hopefully, this in-depth analysis will properly address some of the issues. Moreover, while the query may not have yielded the desired results, the focus on Margriet magazine for the in-depth analysis remains pertinent. Margriet was a widely read publication, and its content provides valuable insights into consumer trends and advertising practices of the time. By

⁸⁰ Delpher Archive accessed 31-05-2024.

carefully analyzing the available issues and considering the identified inconsistencies, it is still possible to derive meaningful conclusions about the representation of packaged soup in mid-20th-century advertising.

3.2. DT Conclusions and Framework Application

The analysis of Margriet's advertisements and articles from 1959 to 1969, focusing on soup, reveals significant insights into how interlocking systems and rules shaped the development and normalization of packaged soups in the Netherlands.

Technological Advancements: As explored in Chapter 1, this period saw considerable technological advancements in food storage, processing, and packaging, which significantly influenced the soup market. The radar chart in Figure 11 demonstrates how these advancements positioned packaged soups as a practical alternative to homemade soups but by emphasizing the attainment of the same quality.

Cultural Shifts: Cultural attitudes towards convenience foods underwent notable changes during this decade. The thematic analysis of advertisement tones emphasized quality and price to address skepticism toward convenience foods. Marketers frequently highlighted packaged soups' nutritional benefits and homemade qualities to align with traditional values and reassure consumers about the product's integrity. The prevalence of positive and neutral tones in articles further indicates a cultural shift towards accepting and normalizing convenience foods as part of everyday life.

Media Influence: The monthly and yearly trends analysis revealed seasonal peaks and fluctuations in advertising volumes, indicating strategic timing to maximize consumer impact. The consistent presence of soup advertisements in Margriet suggests the magazine's significant influence in promoting packaged soups and shaping public discourse. The media's role in normalizing packaged soups is evident from the positive portrayal and frequent inclusion of these products in various contexts.

Brand Competition: The prominence of brands like Honig and the analysis of their marketing strategies show how corporate competition and branding efforts interlocked with consumer trust and market dynamics. The analysis highlights intense competition among leading brands such as Honig, Knorr, Royco, and Maggi. The data showed significant fluctuations in brand prominence over the years, reflecting shifts in marketing strategies and consumer preferences. The emphasis on expert advice in soup advertisements, as opposed to giveaways and cooking suggestions, suggests a competitive strategy focused on building credibility and trust. This approach aimed to

counteract skepticism by leveraging authoritative endorsements to enhance brand reputation and consumer confidence.

By focusing on these interlocking systems and rules, this research contributes to understanding the packaged soup industry's historical development and offers insights into the broader socio-technical transitions that have shaped modern food consumption and normalization. This comprehensive approach sets the stage for further specific analyses, such as in-depth comparative content analysis of brand strategies, to deepen our understanding of these interactions.

3.3. DT Brand Analysis

Examining the advertising strategies of Honig, Knorr, and Unox through the lens of the DT framework reveals that the packaged soup industry is influenced by societal norms, evolving consumer preferences, and broader socio-technical transitions to the normalization of convenience. I will refer to Appendix C for a more thorough analysis and explanation. The most important parts of the analysis are discussed here.

3.3.1. Honig: Value through Quantity and Quality

Honig's emphasis on offering "6 servings per package" highlights a strategic focus on providing greater value to consumers, a rule that reflects the norm of emphasizing cost-effectiveness and quantity. This approach caters to cost-conscious consumers seeking economical meal solutions. Honig's consistent messaging around high-quality ingredients also underscores a commitment to premium product status, appealing to consumers who prioritize quality in their food choices. This dual focus on quantity and quality reveals how Honig aligns with traditional family roles and mass production regimes, ensuring wide availability and appealing to cultural norms around family meals.

3.3.2. Knorr: Health Benefits and Convenience

Knorr's advertising strategies highlight the use of fresh, nutritious ingredients, aligning with the growing societal trend toward health consciousness. By promoting the health benefits of their soups, Knorr taps into consumer demand for nutritious food options. Additionally, the emphasis on quick preparation times caters to busy individuals seeking convenient meal solutions. This strategy reflects broader societal shifts towards faster lifestyles and the increasing importance of convenience. Knorr's approach is indicative of a regime focused on market competition and innovation, leveraging expert validation to enhance consumer trust and differentiate their products in a competitive market.

3.3.3. Unox: Traditional Quality and Diversity

Unox's marketing consistently emphasizes the use of high-quality meat and traditional recipes, appealing to consumers seeking authenticity and premium quality. The promotion of a diverse range of soup options further highlights Unox's commitment to meet varying consumer tastes and preferences. This strategy aligns with the norm of emphasizing traditional quality and diversity, catering to consumer desires for variety and novelty. Unox's dual focus on quality and convenience positions it within a regime that values both authenticity and ease of preparation, appealing to modern consumers who desire high-quality, ready-to-eat meals due to busy lifestyles.

3.3.4. Meta-Rules and Meta-Regimes

The analysis of advertisements from Honig, Knorr, and Unox reveals several overarching principles or meta-rules guiding the packaged soup industry:

Convenience and Efficiency: The emphasis on quick and easy meal preparation aligns with societal trends towards busier lifestyles. Brands like Honig, Knorr, and Unox successfully positioned their products as convenient solutions for modern households, normalizing the consumption of packaged soups as a practical choice for time-pressed consumers.

Standardization and Quality Assurance: Unox's emphasis on high-quality ingredients and traditional recipes catered to consumers' desires for authenticity and premium quality. This strategy helped normalize packaged soups by reassuring consumers that they could enjoy traditional flavors and quality in a convenient format.

Health Consciousness: Knorr's focus on nutritious ingredients and health benefits reflects a growing societal awareness of health and well-being. By addressing consumer concerns about nutrition, Knorr contributed to the normalization of packaged soups as not only convenient but also healthy food options.

Sustainability and Ethical Production: Although not explicitly stated, the emphasis on quality ingredients and traditional recipes implies tacit support for ethical production. However, a more critical analysis suggests that the advertisements studied lacked an actual emphasis on sustainability concerns. Unox's emphasis on "meat" throughout its advertisement could be viewed as sustainably problematic in modern times.

The dominant patterns or meta-regimes emerging from these meta-rules include:

Mass Production and Distribution: Honig's emphasis on value through quantity exemplifies this, reflecting large-scale manufacturing and efficient distribution networks. This can also be seen in Unox's wide variety of choices.

Market Competition and Innovation: Demonstrated by Knorr's and Unox's frequent introductions of new products and flavors, fostering continuous product development to capture market share.

Regulatory Compliance and Safety Standards: All three brands made it a basic practice to ensure high-quality products.

3.3.5. Societal Trends and Deep Transitions Perspective

The analysis also reveals how broader societal trends influence the packaged soup industry. The normalization of packaged soups involved integrating these products into everyday life, making them an acceptable and even desirable part of Dutch culinary culture. This process was driven by several key factors:

Convenience and Lifestyle Changes: Urbanization and busier lifestyles drive the demand for convenience foods, with brands like Honig, Knorr, and Unox offering quick and easy meal solutions.

Health Consciousness: Rising health awareness drives the emphasis on nutritious ingredients, with Knorr leading the charge in promoting health benefits.

Sustainability Concerns: Unox's emphasis on meat is actually concerning in this regard.

Consumerism and Branding: The rise of consumerism elevates the importance of strong brand identities, with Knorr and Unox using descriptive language and strong visual identities to appeal to consumers.

Regulatory Evolution: Although not explicitly seen or mentioned, changes in policy and regulation impact food production and advertising. We did see a continued emphasis on quality ingredients that would opt for it being healthy.

3.3.6. Final Thoughts

In conclusion, the analysis of Honig, Knorr, and Unox through the DT framework and concept of normalization reveals how these brands navigated societal trends and historical shifts to normalize the consumption of packaged soups. This process involved aligning their products with evolving consumer preferences and broader socio-technical transitions. Understanding these underlying drivers provides valuable insights into the packaged soup industry's historical development and potential future pathways toward a more sustainable and equitable food system.

Future research could expand on these findings by exploring more extensive historical data, conducting consumer behavior analyses, and examining industry practices in greater detail. Such research would offer a more comprehensive framework for understanding the evolution of the packaged soup market from the mid-20th century to the present, providing deeper insights into the complex interactions between societal norms, consumer preferences, and industry dynamics.

Chapter 4: Conclusion

Exploring the packaged soup industry in the Netherlands from 1950 to 1990 via the DT framework and the concept of normalization has provided insights into the socio-technical transitions that shaped consumer adoption and industry practices. I will critically reflect on the approach taken, highlight the key findings from each chapter, and suggest avenues for further research.

The primary research question guiding this thesis was: How have socio-technical transitions and (meta) rules and regimes shaped the development and normalization of packaged soups in the Netherlands between 1950-1990? This thesis has effectively answered this question by using the DT framework, which examines the historical trends and interactions between various socio-technical systems, and normalization, which explores how products integrate into daily life.

4.1. Summary of Findings

The first chapter outlined the technological innovations and historical developments that set the stage for the rise of convenience foods, particularly packaged soups. The advancements in food preservation techniques, such as canning and freeze-drying, along with the emergence of supermarkets, significantly influenced the production, distribution, and consumption patterns of packaged soups. These innovations established foundational meta-rules prioritizing food preservation efficiency, durability, and scalability.

Additionally, Verriet's critique, which highlighted the cultural resistance to convenience foods in the Netherlands during the 1950s and 1960s, has significantly influenced this research. His analysis emphasized the importance of understanding societal norms and values, which often conflicted with the adoption of convenience foods. This skepticism directed my focus

towards examining cultural artifacts, such as women's magazines like *Margriet*, to understand how these societal attitudes shaped consumer behavior.

Using data from the Delpher digital archive, I analyzed the trends and contexts of packaged soup mentions in Dutch magazines. The analysis revealed a significant increase in interest and consumption of packaged soups starting in the late 1960s, peaking in the mid-1970s, and sustaining popularity through the 1980s. The frequent positive portrayal of packaged soups in media contributed to their normalization and integration into Dutch culinary culture.

A focused analysis of "*Margriet*" magazine from 1959 to 1969 illustrated the role of media in shaping public perceptions and consumer behavior. The advertisements in *Margriet* emphasized quality, convenience, and nutritional benefits, aligning with societal values and addressing cultural resistance towards convenience foods. The thematic analysis revealed strategic marketing approaches that promoted packaged soups as practical and desirable options for modern households.

The application of the DT framework and the concept of normalization in examining the advertising strategies of Honig, Knorr, and Unox reveals how these brands navigated and influenced socio-technical transitions to normalize the consumption of packaged soups in the Netherlands. The findings show that the industry's development was shaped by technological advancements, cultural shifts, and strategic marketing efforts aligned with evolving consumer preferences. Brands like Honig focused on providing value through quantity and quality, while Knorr emphasized health benefits and convenience, and Unox highlighted traditional quality and diversity. These strategies collectively contributed to the normalization of packaged soups as convenient and desirable meal solutions, integrating them into everyday Dutch life.

Moreover, the research underscores the importance of societal norms and values in shaping consumer behavior, as highlighted by Verriet's critique of cultural resistance to convenience foods. The successful normalization of packaged soups involved addressing these cultural concerns through strategic marketing that emphasized quality, health, and authenticity.

4.2. Critical Reflection on Approach

The application of the DT framework and normalization provided a nuanced understanding of the packaged soup industry's evolution. The integration of historical analysis, policy review, cultural examination, and data-driven insights offered a comprehensive perspective. However, challenges such as inconsistencies in digitized archival records and limitations in search query accuracy required meticulous manual verification and adjustments. These challenges show the importance of critical evaluation and adaptability in research methodologies.

Additionally, the research had a limited scope due to various constraints, making it more condensed and open to alternative interpretations. Conducting a more extensive study and possibly including different magazines would be advantageous to comprehensively understand the normalization of packaged soup.

4.3. Discussion

I have examined the socio-technical transitions and cultural dynamics that have shaped the development and normalization of packaged soups by analyzing how technological advancements, marketing strategies, and cultural shifts contributed to the integration of convenience foods into daily life. The analysis of advertising strategies from key brands like Honig, Knorr, and Unox reveals how these companies navigated societal norms and leveraged technological innovations to promote packaged soups as convenient, high-quality, and nutritious options. This aligns with the broader trends of urbanization, (slightly) increased female workforce participation, and evolving family dynamics, which drove the demand for convenient meal solutions.

However, while the findings provide significant insights, there are critical aspects that warrant further exploration. The reliance on historical advertisements and media sources such as *Margriet* may not fully capture the diversity of consumer experiences and regional variations within the Netherlands. Additionally, the analysis could benefit from more detailed consumer behavior studies to complement the media and marketing focus, providing a richer understanding of how different demographics responded to convenience foods. The cultural resistance highlighted by Verriet's critique is crucial, yet the study could have delved deeper into how these cultural attitudes evolved over time and whether they still impact consumer choices today.

Moreover, the emphasis on technological and marketing perspectives may overlook other influential factors, such as economic policies, supply chain developments, and international influences on Dutch food culture. The study's periodization also means that more recent trends and technological advancements, such as the rise of digital marketing and e-commerce, are not considered. Addressing these gaps could provide a more complete view of the packaged soup industry's evolution and offer more actionable insights for current and future industry practices, particularly in addressing sustainability and ethical production challenges in the food sector.

4.4. Suggestions for Further Research

Future research could involve conducting detailed longitudinal studies to track changes in consumer preferences and behaviors related to convenience foods over extended periods. This will provide insights into how these trends evolve and what factors influence them over time. Additionally, conducting comparative studies with other countries, particularly those with different socio-technical contexts, could provide deeper insights into the factors driving the adoption of convenience foods, highlighting cultural and technological differences and similarities. Furthermore, exploring the industry's response to growing sustainability concerns and the shift towards ethical production practices could highlight potential pathways for a more sustainable food system, showing how the industry can adapt to meet environmental and ethical standards.

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Appendix A: Plagiarism rules awareness statement

The most important forms of deception that affect this integrity are fraud and plagiarism. Plagiarism is the copying of another person's work without proper acknowledgement, and it is a form of fraud. The following is a detailed explanation of what is considered to be fraud and plagiarism, with a few concrete examples. Please note that this is not a comprehensive list!

If fraud or plagiarism is detected, the study program's Examination Committee may decide to impose sanctions. The most serious sanction that the committee can impose is to submit a request to the Executive Board of the University to expel the student from the study program.

Plagiarism is the copying of another person's documents, ideas or lines of thought and presenting it as one's own work. You must always accurately indicate from whom you obtained ideas and insights, and you must constantly be aware of the difference between citing, paraphrasing and plagiarizing. Students and staff must be very careful in citing sources; this concerns not only printed sources, but also information obtained from the Internet.

The following issues will always be considered to be plagiarism:

- cutting and pasting text from digital sources, such as an encyclopedia or digital periodicals, without quotation marks and footnotes;
- cutting and pasting text from the Internet without quotation marks and footnotes;
- copying printed materials, such as books, magazines or encyclopedias, without quotation marks or footnotes;
- including a translation of one of the sources named above without quotation marks or footnotes;
- paraphrasing (parts of) the texts listed above without proper references: paraphrasing must be marked as such, by expressly mentioning the original author in the text or in a footnote, so that you do not give the impression that it is your own idea;
- copying sound, video or test materials from others without references, and presenting it as one's own work;
- submitting work done previously by the student without reference to the original paper, and presenting it as original work done in the context of the course, without the express permission of the course lecturer;
- copying the work of another student and presenting it as one's own work. If this is done with the consent of the other student, then he or she is also complicit in the plagiarism;

- when one of the authors of a group paper commits plagiarism, then the other coauthors are also complicit in plagiarism if they could or should have known that the person was committing plagiarism;
- submitting papers acquired from a commercial institution, such as an Internet site with summaries or papers, that were written by another person, whether or not that other person received payment for the work. The rules for plagiarism also apply to rough 12 drafts of papers or (parts of) theses sent to a lecturer for feedback, to the extent that submitting rough drafts for feedback is mentioned in the course handbook or the thesis regulations. The Education and Examination Regulations (Article 5.15) describe the formal procedure in case of suspicion of fraud and/or plagiarism, and the sanctions that can be imposed.

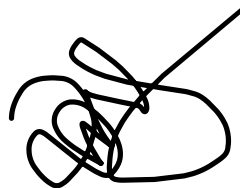
Ignorance of these rules is not an excuse. Each individual is responsible for their own behaviour. Utrecht University assumes that each student or staff member knows what fraud and plagiarism entail. For its part, Utrecht University works to ensure that students are informed of the principles of scientific practice, which are taught as early as possible in the curriculum, and that students are informed of the institution's criteria for fraud and plagiarism, so that every student knows which norms they must abide by.

I hereby declare that I have read and understood the above.

Name: M.F.A. van den Bos

Student number: 0367084

Date and signature: 17-06-2024

A handwritten signature in black ink, consisting of several loops and a long horizontal stroke extending to the right.

Appendix B: Figures Meta-Analysis

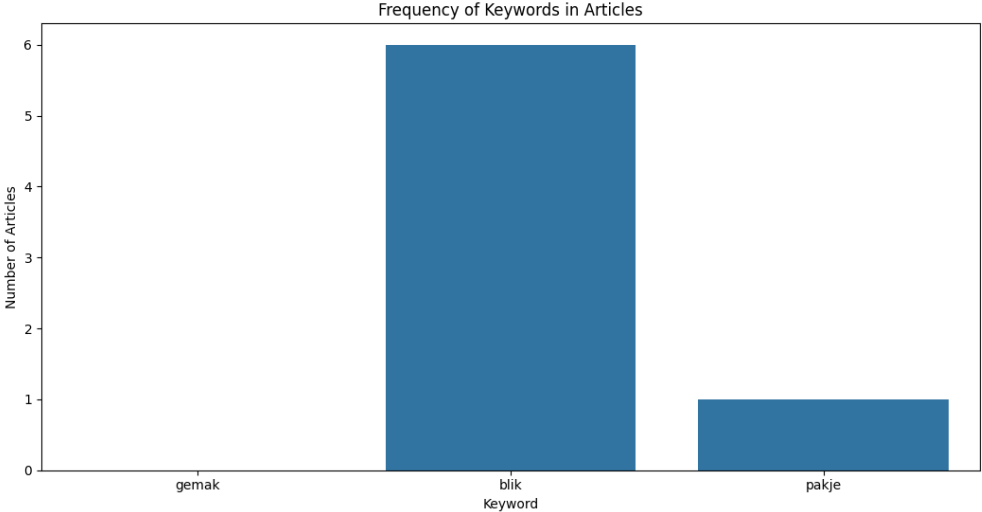


Figure B1: Frequency of Keywords in Articles. Data from Delpher.⁸¹

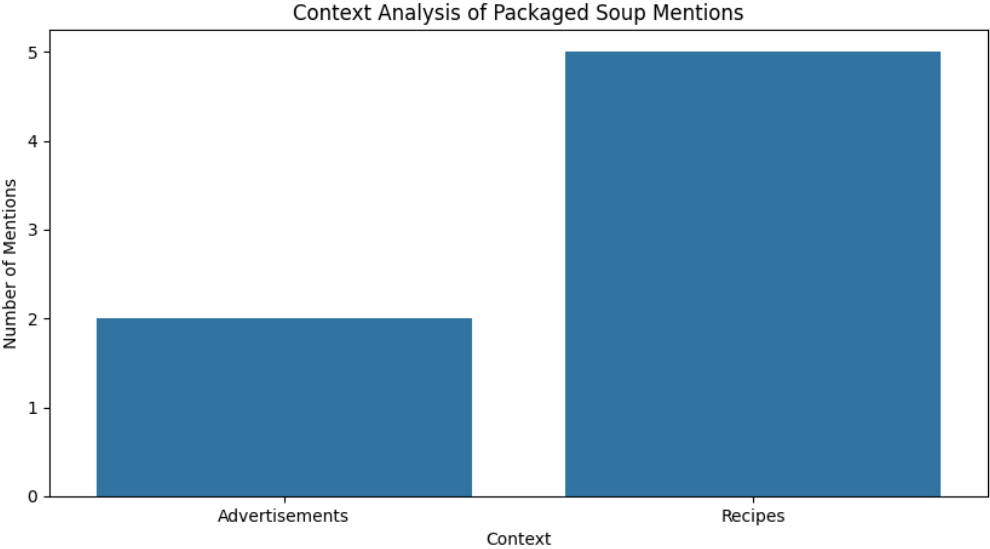


Figure B2: Context of Analysis pf Packaged Soup Mentions. Data from Delpher.⁸²

⁸¹ Delpher Archive accessed 16-05-2024.

⁸² Delpher Archive accessed 16-05-2024.

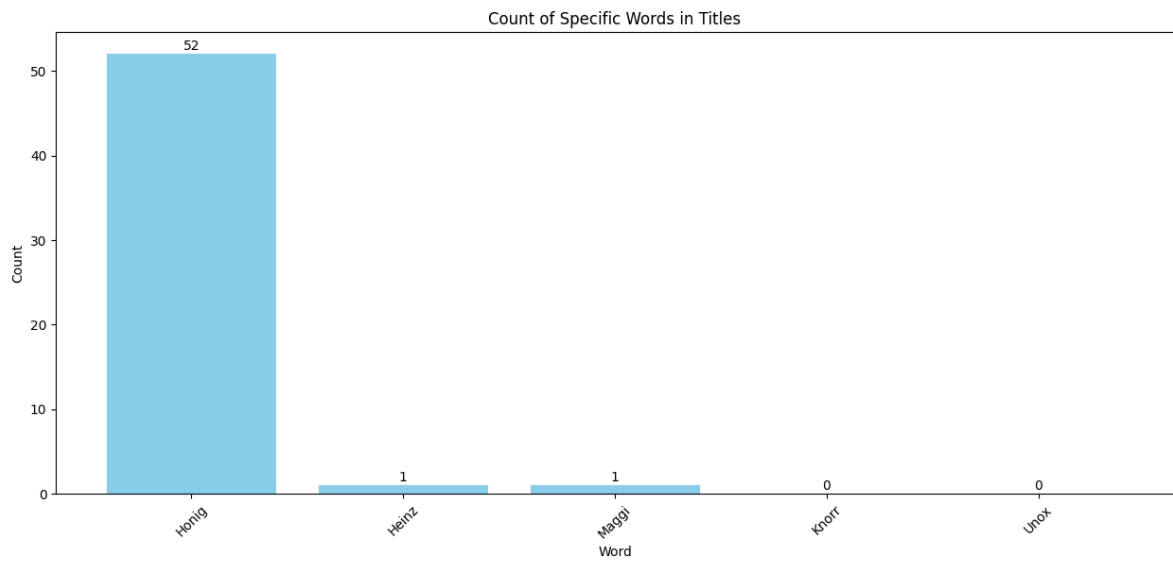


Figure B3: Count of Specific Brands. Data from Delpher.⁸³

⁸³ Delpher Archive accessed 16-05-2024.

Appendix C: DT Analysis Popular Brands

Here I will show the extensive analysis I conducted on the (meta)-rules and regimes for the brands Honig, Knorr, and Unox. This involved examining the rules, regimes, meta-rules, and meta-regimes present in these advertisements. As I explained in the introduction, rules refer to the established norms, while regimes are the dominant patterns that shape societal systems such as food, transportation, and energy. Meta-rules and meta-regimes function at a higher level, influencing multiple sectors and ensuring the persistence of overarching principles across these systems. By analyzing the advertising strategies of Honig, Knorr, and Unox, we can uncover how these (meta)-rules and regimes manifest throughout society and influence the evolution of the packaged soup industry.

Rules and Regimes in the Packaged Soup Industry

In this analysis, I have concluded that specific norms and practices, referred to as rules, guide behavior within the packaged soup industry for the brands Honig, Knorr, and Unox. Here is a detailed explanation of how I arrived at these conclusions based on the advertisements and marketing strategies of each brand:

Honig: Emphasizing Quantity and Quality

Promotion of "6 servings per package":

This rule is derived from the consistent messaging in Honig's advertisements highlighting that each package provides six servings, which is more than the typical four servings offered by competitors. This repeated emphasis indicates a deliberate strategy to position their product as offering greater value.

Example: Advertisements with phrases like "6 borden uit elk pak" (6 servings per package) clearly illustrate this focus on quantity, appealing to consumers looking for cost-effective meal solutions.

Rule: The norm of emphasizing value through quantity.

This rule shapes Honig's marketing strategy by positioning its product as more cost-effective than its competitors. This norm is established through repeated messaging that highlights the benefit of getting more servings per package, influencing consumer behavior and perceptions of value.

Stressing Quality Ingredients:

Honig frequently mentions the use of high-quality ingredients in their advertisements. This consistent emphasis on ingredient quality aims to assure consumers of the premium nature of their soups.

Example: Phrases such as "gemaakt van de fijnste ingrediënten" (made from the finest ingredients) and descriptions of fresh, seasonal ingredients in their ads demonstrate this commitment to quality.

Rule: The practice of highlighting ingredient quality to assure premium product status. This rule guides Honig's emphasis on high-quality ingredients in their advertisements, establishing a standard of quality that consumers can expect. This norm influences consumer trust and preference for products perceived as higher quality.

Knorr: Highlighting Health Benefits

Focus on Fresh, Nutritious Ingredients:

Knorr's advertisements consistently highlight the health benefits of their bouillons and soups by emphasizing the use of fresh, nutritious ingredients. This rule reflects a broader trend toward health consciousness among consumers.

Example: Advertisements often feature claims such as "What do you pay attention to when preparing broth? Especially on the right ingredients" (Waarop let U als U bouillon bereidt? Op de juiste ingrediënten vooral) and "met de zuiverste kruiden" (with the purest herbs), positioning Knorr soups as a nutritious choice.

Rule: The norm of emphasizing health benefits through fresh ingredients.

This rule shapes Knorr's marketing strategy by promoting their soups as healthy choices. This practice aligns with broader societal trends toward health consciousness and influences consumer expectations for nutritious food options.

Quick Preparation Times:

The emphasis on convenience is evident in the messaging around quick preparation times, catering to busy consumers who seek healthy yet easy-to-prepare meals.

Example: Phrases like "Zuinig met uw tijd en geld" (Economical with your time and money) and "Knorr soepen vragen meestal maar enkele minuten voorbereiding" (Knorr soups usually require only a few minutes of preparation) are frequently used in their ads, highlighting the convenience of Knorr products.

Rule: The practice of promoting convenience in meal preparation.

This rule guides Knorr's emphasis on quick and easy preparation times in their advertisements, catering to busy consumers who seek convenient meal solutions. This

norm reflects the societal shift towards faster lifestyles and the demand for convenience foods.

Unox: Emphasizing Traditional Quality and Meat

Use of the "Finest Meat" and "Pure Broth":

Unox's marketing consistently emphasizes the use of high-quality ingredients, particularly the "Unox soep met vlees, de enige die werkelijk af is!" (Unox soup with meat, the only one that's truly ready!) and "Unox begint net als u: met échte bouillon" (Unox starts just like you: with real broth). This rule underscores their commitment to traditional, homemade-like quality in their soups, as well as their emphasis on the usage of meat.

Example: Almost all advertisements reinforce the perception of premium quality and the excellence of meat.

Rule: The norm is to promote traditional, high-quality ingredients and emphasize meat. This rule shapes Unox's marketing strategy by emphasizing the use of premium ingredients, meat, and traditional recipes. This practice appeals to consumers seeking authenticity and meat in their food.

Promoting Diversity:

Unox positions its many soup choices within almost all of its advertisements. They also advertise separately for new soups or updated recipes.

Example: Phrases such as "Vooruitstrevend, want er zijn nu dertien verrukkelijke Unox soepen" (Progressive, because there are now thirteen delicious Unox soups) and summing up the variety of choice that they have in each ad shows their diverse array of products.

Rule: The norm of emphasizing a diverse range of product choices.

This rule shapes Unox's marketing strategy by highlighting the variety of soups available. This practice aligns with consumer desires for variety and novelty, catering to diverse tastes and preferences. By continually introducing new soups and updating recipes, Unox establishes a standard of innovation and responsiveness to market trends. This norm influences consumer expectations for a brand that offers a wide selection of products to meet varying needs and preferences.

These conclusions are drawn from a detailed analysis of the advertising strategies of Honig, Knorr, and Unox, as documented in various advertisements. By examining the language, imagery, and key messages used in these ads, it becomes clear how each brand adheres to specific norms and practices, or rules, to appeal to their target audiences. Honig focuses on

offering value through quantity and quality, Knorr highlights nutritious benefits and convenience, and Unox emphasizes traditional quality, meat, and diversity. In essence, these rules shape the brands' approaches to advertising and marketing, which in turn affects how consumers perceive and choose their products.

Understanding these rules is crucial for this thesis because they reveal how socio-technical transitions and (meta) rules and regimes have influenced the development of the packaged soup industry in the Netherlands. For instance, Honig's emphasis on quantity and quality shows how value-driven norms have persisted and evolved over time, appealing to cost-conscious consumers. Knorr's focus on health benefits and convenience highlights the growing importance of health consciousness and the shift toward quick meal solutions. Unox's promotion of traditional quality and diversity reflects the ongoing consumer demand for authenticity and variety. These insights are interesting for the thesis because they illustrate how broader societal changes, such as shifts towards convenience, health consciousness, and sustainability, have directly shaped industry practices and consumer preferences. This analysis provides a nuanced understanding of the interplay between historical developments, marketing strategies, and normalization, which is central to addressing the research question about how socio-technical transitions and (meta) rules and regimes have shaped the packaged soup market from the mid-20th century to the present.

In analyzing the packaged soup industry, the advertising strategies and brand behaviors of Honig, Knorr, and Unox reveal distinct regimes that guide their operations. Here's a detailed explanation of how these conclusions were reached:

Honig: Mass Production and Distribution, Traditional Family Roles

Honig's advertisements emphasize the availability of their soups in large quantities, such as promoting "6 servings per package." This could suggest a strategy focused on large-scale production to meet high consumer demand.

DT Context: This regime aligns with industrial-scale food production, ensuring that products are widely available and consistently stocked in supermarkets. This widespread availability is a hallmark of mass production and efficient distribution networks.

Honig's branding often includes imagery and language that appeals to traditional family values, such as portraying meals that serve the whole family and emphasizing the role of the mother in meal preparation.

DT Context: This reflects a regime where traditional family structures and roles are integral to marketing strategies. By aligning with these roles, Honig taps into cultural

norms and expectations around family meals, reinforcing their brand's appeal to family-oriented consumers.

Knorr: Market Competition and Innovation

Knorr's advertisements frequently hint at the involvement of experts in creating and approving these soups. Examples include phrases like "Wéér naar beproefd recept van Zwitserse koks en 600 Nederlandse huisvrouwen!" (Again, to the tried-and-tested recipe of Swiss chefs and 600 Dutch housewives!).

DT Context: This regime leverages the authority and credibility of experts to enhance consumer trust and differentiate their products. By involving chefs and large groups of testers, Knorr emphasizes the reliability and quality of their recipes, appealing to consumers who value expert validation and thorough testing in their food choices.

Unox: Traditional Quality and Convenience

Unox's marketing consistently emphasizes the use of the finest meat and pure broth, promoting a homemade-like quality. Phrases like made from the finest meat and pure broth are frequently highlighted in their advertisements, indicating a strong focus on traditional, high-quality ingredients and meat.

DT Context: This regime appeals to consumers seeking authenticity and high-quality food products, particularly those who prioritize meat as a key ingredient. By emphasizing traditional recipes and premium ingredients, Unox positions itself as a brand that delivers on the promise of genuine, taste and quality. This focus on meat not only reinforces the perception of authenticity but also caters to consumers who associate meat with nutritional value and culinary richness. This regime thus aligns with broader societal preferences for premium, authentic, and hearty food options that evoke traditional home-cooked meals.

Unox also highlights the convenience of its products, using phrases like "Klaar om zo in de pan te doen" (ready to put in the pan). This dual focus on quality and ease of preparation is a significant aspect of its advertising.

DT Context: This regime caters to modern consumers who desire both quality and convenience. The ability to provide a traditional, high-quality meal quickly and easily appeals to busy individuals and families, reflecting a broader trend toward convenience foods in the industry.

These conclusions are drawn from a detailed analysis of the advertising strategies and brand behaviors of Honig, Knorr, and Unox. By examining the language and key messages in their advertisements, it becomes evident how each brand operates within distinct regimes:

- Honig emphasizes mass production and traditional family roles, reflecting a regime focused on widespread availability and cultural norms around family meals.
- Knorr thrives on market competition and innovation, frequently hinting at the involvement of experts to stay ahead in a competitive market.
- Unox highlights traditional quality, meat and convenience, appealing to consumers seeking authentic, high-quality meals with meat that are also easy to prepare.

Meta-Rules and Meta-Regimes in the Packaged Soup Industry

Meta-rules are overarching principles that guide the packaged soup industry. Convenience and efficiency are prioritized, as evidenced by advertisements emphasizing quick and easy meal preparation with phrases like "ready in minutes." This reflects societal shifts towards busier lifestyles, driving product development towards ready-to-eat options. Standardization and quality assurance ensure consistent product quality and safety, which is crucial for maintaining consumer trust and adhering to regulatory standards, as frequently highlighted in the ads. Health and nutrition are increasingly focused on, with brands like Knorr promoting nutritious ingredients and health benefits, aligning with the growing consumer demand for healthier food options. Sustainability and ethical production are not explicitly stated but are, at times, implied through an emphasis on quality ingredients and traditional recipes. However, one could ask whether this truly addresses environmental and ethical concerns.

Meta-regimes are dominant patterns emerging from these meta-rules across different systems. Mass production and distribution involve large-scale manufacturing and efficient distribution networks, ensuring widespread product availability, exemplified by Honig's emphasis on value through quantity. Market competition and innovation foster continuous product development to capture market share, as demonstrated by Knorr's frequent introduction of new products and flavors. Consumer culture and branding underscore the importance of strong brand identities and marketing strategies that resonate with consumer values, which is evident in Unox's focus on traditional quality and variety. Regulatory compliance and safety standards ensure products meet health and safety regulations, maintaining consumer trust, a crucial aspect for all brands. While these insights from the analysis of advertisements provide a preliminary understanding of how socio-technical transitions and (meta) rules and regimes have shaped the development and normalization of packaged soups, comprehensive conclusions require further research. Future studies could delve deeper into historical data, consumer behavior analyses, and industry practices to validate and expand upon these initial findings, thereby offering a more detailed framework for addressing the research question.

Societal Trends and Deep Transitions Perspective

Convenience and Lifestyle Changes: The demand for convenience foods has increased due to urbanization and busier lifestyles. Packaged soups from Honig, Knorr, and Unox cater to these evolving consumer needs by offering quick and easy meal solutions.

Health Consciousness: As health awareness rises, the meta-rules of health and nutrition become more prominent. Knorr's focus on nutritious ingredients reflects this shift, indicating how societal changes drive new industry priorities.

Sustainability Concerns: Growing environmental awareness has prompted the integration of sustainability guidelines in food production. Brands like Honig and Unox, with their focus on high-quality ingredients and traditional recipes, can be seen as tacitly supporting sustainability principles. However, taking a more critical look, one could argue that there is not enough emphasis on sustainability concerns in their advertisements during the studied period.

Consumerism and Branding: The rise of consumerism has elevated the importance of strong brand identities. The DT framework shows how consumer culture meta-regimes shape advertising practices, with Knorr and Unox using descriptive language and strong visual identities to appeal to consumers.

Regulatory Evolution: Changes in policy and regulation impact food production and advertising. The DT perspective highlights the importance of compliance with health and safety standards, ensuring product integrity and consumer trust.