

## **XAQ FROHLICH, Ph.D.**

[xaqfrohlich.com](http://xaqfrohlich.com)

**Associate Professor of History of Technology**

**Auburn University Department of History**

+1-334-844-4361 | [frohlich@auburn.edu](mailto:frohlich@auburn.edu)

ORCID ID: [orcid.org/0000-0002-0873-3191](https://orcid.org/0000-0002-0873-3191)

### **CURRENT POSITION**

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Associate Professor (tenured) of History of Technology in the Department of History at **Auburn University**, Alabama, USA.

### **RESEARCH INTERESTS**

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Science & technology studies; risk communication and regulation; historical sociology  
food policy; 20th-century U.S. history; business history; consumer cultures

### **EDUCATION**

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**Massachusetts Institute of Technology**, Boston, USA, History, Anthropology, & STS  
(HASTS) Ph.D., 2011

**University of Texas at Austin**, USA, History B.A. with Special Honors, 2002

**Universitat de València**, Valencia, Spain, study abroad, 2001-2002

**Queen Mary and Westfield**, London, UK, study abroad, 1999-2000

### **POSITIONS [last ten years]**

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2023-present	Associate Professor in the Department of History at <b>Auburn University</b>
2017-2023	Assistant Professor in the Department of History at <b>Auburn University</b>
2019	Visiting Scholar at the <b>University of Hong Kong</b> Institute for the Humanities and Social Sciences
2019	Visiting Scholar at the <b>KAIST</b> Graduate School of Science and Technology Policy (STP), Daejeon, Republic of Korea
2019	Visiting Assistant Professor at the <b>Université Paris-Dauphine</b> Institut de Recherche Interdisciplinaire en Sciences Sociales (IRISSO), Paris, France
2012, 2013, 2016, & 2017, 2018	Visiting Professor at the <b>Universität Wien</b> Department of Science and Technology Studies, Vienna, Austria
2016-2017	Visiting Research Fellow at the Institute for Historical Studies (IHS) in the Department of History at the <b>University of Texas</b> at Austin, USA
2014-2016	Assistant Research Professor (postdoc) at the <b>KAIST</b> Graduate School of Science and Technology Policy (STP), Daejeon, Republic of Korea

### **BOOK**

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*From Label to Table: Regulating Food in America in the Information Age* (Uni. of California Press, 2023).

## PEER-REVIEWED PUBLICATIONS

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- “Introduction: Unearthing Technology in Public Histories of Food.” *Technology and Culture* 64, no. 3 (2023): 903–908.
- “Making Food Standard: The U.S. Food and Drug Administration’s Food Standards of Identity, 1930s–1960s,” *Business History Review*, Vol. 96, Iss. 1 (Mar. 2022): 145-176.
- “Informationism in Food Politics: How the U.S. Food and Drug Administration came to regulate food through informative labeling” in A. Bryce Hoffund, John C. Jones, & Michelle C. Pautz (eds.), *Administering and Managing the U.S. Food System: Revisiting Food Policy and Politics* (Rowman & Littlefield/Lexington Books, 2021), pp. 131-146.
- “The Rise (and Fall) of the Food-Drug Line: Classification, Gatekeepers, and Spatial Mediation in Regulating U.S. Food and Health Markets,” in Angela N. H. Creager & Jean-Paul Gaudillière (Eds.), *Risk on the Table: Food Production, Health, and the Environment* (Berghahn Books, 2021), pp. 297-329.
- “The informational turn in food politics: The U.S. FDA’s nutrition label as information infrastructure,” *Social Studies of Science*, Vol. 47, Iss. 2 (Apr. 2017): 145-171.
- “Accounting for Taste: Regulating Food Labeling in the ‘Affluent Society,’ 1945-1995,” *Enterprise & Society* Vol. 13, No. 4 (December 2012): 744-761.
- “Imaginer des consommateurs, constituer les sujets: l’étiquetage nutritionnel aux États-Unis, 1945–1995,” *Sciences de la Société*, n° 80 (mai 2010): 11-27.
- “Buyer be-aware: The ethics of food labelling reform and ‘mobilizing the consumer’,” in *Global food security: ethical and legal challenges*, eds. Carlos M. Romeo Casabona, Leire Escajedo San Epifanio and Aitziber Emaldi Cirión (Wageningen Acad. Pub., 2010), 221-227.

## BOOK REVIEWS

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- Katharine Legun, Romain Blancaneaux, Erica Zurawski, Alice Beban, Atakan Büke, Karly Ann Burch, Cynthia Xavier de Carvalho, Josefa Salette Barbosa Cavalcanti, Angga Dwiartama, Xaq Frohlich, Fabio Gatti, Julie Guthman, Kushang Mishra, Archana Patnaik, Paul Stock, Mylène Tanferri, “A Discussion of The Immaculate Conception of Data by Kelly Bronson” *The International Journal of Sociology of Agriculture and Food* Vol. 29, No. 1 (April, 2023): 65-71.
- Review of Kirchhelle, Claas, *Pyrrhic Progress: The History of Antibiotics in Anglo-American Food Production*. H-Environment, H-Net Reviews. May, 2021.  
URL: <https://www.h-net.org/reviews/showrev.php?id=54969>
- Review of *Pure Adulteration: Cheating on Nature in the Age of Manufactured Food*, by Benjamin R. Cohen. *Environmental History* Vol. 26, No. 1 (Jan. 2021): 154-156.
- Review of *Movable Markets: Food Wholesaling in the 20th-Century City*, by Helen Tangires. *Business History Review* Vol. 93, Iss 4 (Winter, 2019): 844-847.
- Review of *Food, Politics, and Society: Social Theory and the Modern Food System*, by Alejandro Colás, Jason Edwards, Jane Levi, & Sami Zubaida. *Social History* Vol. 44, No. 4 (October 2019): 520-522.
- Review of *Before the Refrigerator: How We Used to Get Ice*, by Jonathan Rees. *Journal of Southern History* Vol. 85, No. 1 (February 2019): 209-210.
- “Milking Modernity,” review of *Pure and Modern Milk: An Environmental History Since 1900*, by

- Kendra Smith-Howard. *Endeavour* Vol. 39, No. 1 (2014): 6. [[available online](#)]  
 Review of *Sweet Stuff: An American History of Sweeteners from Sugar to Sucralose*, by Deborah J. Warner. *Agricultural History* Vol. 87, No. 2 (Spring 2013): 265-266.  
 Review of *Condensed Capitalism: Campbell Soup and the Pursuit of Cheap Production in the Twentieth Century*, by Daniel Sidorick. *Technology and Culture* Vol. 51, No. 2 (April 2010): 523-525.  
 Review of *Fruits and Plains: The Horticultural Transformation of America*, by Philip J. Pauly. *Technology and Culture* Vol. 50, No. 4 (October 2009): 921-922.

## OTHER PUBLICATIONS

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- “Be Careful With ‘Nutrition Facts’ as a Model for Tech Transparency.” *Time Magazine* (Online) > Made By History (April 11, 2024):  
<https://time.com/6964509/broadband-facts-nutrition-labels/>
- “Mandatory date labels on food could end confusion and prevent food waste.” *Washington Post* (Online) Perspective > Made By History, May 25, 2023:  
<https://www.washingtonpost.com/made-by-history/2023/05/25/food-date-labels/>
- Karly Burch, Mascha Gugganig, Julie Guthman, Emily Reisman, Matt Comi, Samara Brock, Barkha Kagliwal, Susanne Freidberg, Patrick Baur, Cornelius Heimstädt, Sarah Ruth Sippel, Kelsey Speakman, Sarah Marquis, Lucía Argüelles, Charlotte Biltkoff, Garrett Broad, Kelly Bronson, Hilary Faxon, Xaq Frohlich, Ritwick Ghosh, Saul Halfon, Katharine Legun, Sarah J. Martin, “Cultivating intellectual community in academia: Reflections from the Science and Technology Studies Food and Agriculture Network (STSFAN),” *Agriculture and Human Values* Vol 40, Iss 1 (2023).
- “Implications of the US FDA’s Decision to Label Plant-Based Alternatives as ‘Milk’” *Australian Outlook* (4 April 2023):  
<https://www.internationalaffairs.org.au/australianoutlook/implications-of-the-us-fda...>
- “Auburn food historian explains new FDA guidelines for ‘healthy’ food labels” AU CLA *Expert Answers* (Oct. 2022):  
<https://www.cla.auburn.edu/news/articles/expert-answers-with-xaq-frohlich/>
- “코로나19 팬데믹은 중국 야생동물 시장 탓일까?” [Transl.: “Could the COVID-19 pandemic be attributed to Chinese wildlife markets?”] *Magazine Epi* Vol. 13 (Fall 2020): 34-48.
- “Food historian comments on wet markets and COVID-19” AU CLA *Perspectives* (Apr. 2020):  
<https://cla.auburn.edu/news/articles/food-historian-comments-on-wet-markets...>
- “America’s cherry pies may soon feature fewer cherries. Here’s why.” *Washington Post* (Online) Perspective > Made By History, April 30, 2019:  
<https://www.washingtonpost.com/outlook/2019/04/30/americas-cherry-pies...>
- “게맛살, 마가린, 올리브유: 가짜 식품은 나쁜 음식인가?” [Transl.: “Crab Surimi, Margarine, and Olive Oil: Is Fake Food Bad Food?”] *Magazine Epi* Vol. 1 (Sept. 2017): 140-149.
- “Tsukiji on the Verge of Change,” *Food+City Magazine*, Issue 2 (Feb. 2017): 30-39.
- “What is the Mediterranean Diet: Marketing science and regional taste,” entry for *4S Backchannels Blog*, posted May 2016: <https://www.4sonline.org/what-is...>
- “Whither the Humanities in the Age of Transformative Science and Technology,” *HSS Newsletter* Vol. 44, No. 2 (Apr. 2015): 11-14.
- “An Americano in Korea,” *Roads & Kingdoms* (17 April 2015). [[available online](#)]
- “Labels for Life,” *Limn Magazine* No. 4, “Food Infrastructures” Special Issue (Spring 2014): 42-45.

Xaq Frohlich, Mikko Jauho, Bart Penders, and David Schleifer, “Preface: Food Infrastructures,” *Limn Magazine* No. 4, “Food Infrastructures” (Spring 2014): 2-3.  
 “What’s the Beef with Horsemeat?,” *Risk & Regulation Magazine* No. 25 (Spring 2013): 20-21.  
 “Francisco Grande Covián,” entry for the *Preventing Heart Attack and Stroke: A History of Cardiovascular Disease Epidemiology* website, hosted by the University of Minnesota School of Public Health, Division of Epidemiology & Community Health, posted March 2010: <http://www.epi.umn.edu/cvdepi/bio.asp?id=226>.

## TEACHING EXPERIENCE [last ten years]

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- Courses taught:

2017-present Auburn University, Assistant Professor – Undergrad Lecture: “Technology & Civilization I & II”; Undergraduate Seminar: “Food and Power,” “Science, Technology and ‘the Law’,” “Honors Interdisciplinary Explorations,” “Honors Research Seminar – What is the Mediterranean Diet?: An Exploration of Food and Identity”; Graduate Seminar: “Intro to the Historiography of Technology,” and “History of Business, Markets, and Capitalism”

2021, 2022 Huazhong Agricultural University (HZAU) – Auburn Institute remote summer course: “Food and Power”

2019 KAIST Science and Technology Policy (STP) Masters Seminar Mini-course: “Food and STS in Asia”

2012-2013, 2016-2018 Universität Wien STS Masters Seminar Courses: “*Comedo Ergo Sum*: Food and STS” and “Science, Technology and ‘the Law’”

2014-2016 KAIST Science and Technology Policy (STP) Masters Seminar Courses: “Lifestyle Politics”, “Science, Law and Regulation”, “STP Writing Seminar”  
 KAIST Undergraduate Seminar: “Food and Power”

- Invited guest classes taught:

- “Food Systems and the Environment” lecture for Auburn University SUST 2000, “Introduction to Sustainability
- “FDA Policies on Food Standards and Labels: A Historical Perspective” lecture for Auburn University ANSC, “Muscle Foods and Applied Muscle Biology”
- Guest speaker in Elon University Law School “Food and Drug Law” Course
- Guest speaker in Arizona State University “Innovation in Society” Course
- “The FDA: Nutrition Labeling and Food Safety, A History” lecture for UC Berkeley, “Food and Nutrition Policy”

## GRADUATE STUDENT ADVISING

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Dissertation committee member (current): Laura King (AU PhD. Candidate), Amy Brock (AU PhD. Student), Patrick Ward (AU PhD. student)

2024 Advisor: Steven Wallace, “Futureproof: Computer Enthusiasts and the PC (R)evolution” (PhD dissertation, Auburn University, 2024).

- 2020 Committee member: Christopher Marquis, “American Aerial Perspectives: Observations on the Technological Development of Military Aviation during the Spanish Civil War, 1936-1939” (Master’s thesis, Auburn University, 2020).
- 2020 Committee member: Jessica Brown, “The Equal Rights Amendment and the United States Air Force (USAF) female pilot” (Master’s thesis, Auburn University, 2020).
- 2016 Committee member: Jongran Lee, “Medical Technologies at the Bar: Regulatory Law, Promotion Policy, and the Identity of Korean Medicine” (Master’s thesis, KAIST, 2016).

### **PEDAGOGICAL TRAINING [last five years]**

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- 2017-2024 “Creating Impactful Infographics & Data Visuals” Information Is Beautiful Professional Training Course (March 2024); “Teaching with AI at Auburn” Course (July 2023); CITI Program “Responsible Conduct of Research” (RCR) Training (Jan. 2023); AU “Digital Humanities for Teaching and Learning” (Oct. 2022); “Building Diversity, Equity, and Inclusion Into Your Teaching” AU Workshop (Jan. 2022); AU “SafeZone LGBTQ+ Ally Training” Series (Fall 2021); “Passport to the World: Best Practices in Internationalization” AU Workshop (Aug. 2020); AU CLA Online Teaching Workshop (Dec. 2019); AU Biggio Center “Course (Re)Design” Workshop (Summer 2019); “Auburn Sustainability Across the Curriculum: Fall Line Project VIII Faculty Workshop” (May 2019); “Inclusion and Diversity” AU Workshop Series (Fall 2018)

### **AWARDS, FELLOWSHIPS, AND GRANTS [Abbrev. list, only external funding]**

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- 2024 Finalist for the Business History Conference (BHC) Hagley Book Prize in Business History
- 2021 Vicent Peset Llorca Visiting Fellow at the López Piñero Inter-university Institute, Valencia, Spain
- 2017 Honorable Mention for the Belasco Best Article Prize for Scholarly Excellence from the Association for the Study of Food and Society (ASFS)
- 2012 Henry Belin du Pont Research Grant from the Hagley Center for the History of Business, Technology, and Society
- 2012 Finalist for the Business History Conference (BHC) Herman E. Krooss Prize for best dissertation in business history
- 2009-2010 **Fulbright** Spain Full Grant
- 2008-2009 U.S. **National Science Foundation (NSF)** Dissertation Research Improvement Grant

### **CONFERENCE PRESENTATIONS [Abbrev. list, last ten years]**

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- 2023 “A lifecycle history of food packaging: Reconsidering what product packaging does for business and society” European Business History Association (EBHA) Meeting in Oslo, Norway.
- 2023 “What is the Mediterranean diet?: The reinvention of a traditional diet as a global brand” Business History Conference (BHC) Meeting in Detroit, MI, USA.

- 2022 “What is the Mediterranean diet?: The reinvention of a traditional diet as bio-cultural capital” European Business History Association (EBHA) Meeting in Madrid, Spain.
- 2022 “Packaged Authenticity: The 1930s-1940s Packaging Revolution in Mass-Produced America” Association for the Study of Food and Society (ASFS) Meeting in Athens, GA.
- 2021 Discussant, “Agrifood Futures in-the-Making” at the Society for Social Studies of Science (4S) Meeting online.
- 2019 “Can the Consumer Speak?: How Policymakers (Have) Imagine(d) the Consumer in Food Politics” Society for Social Studies of Science (4S) Meeting in New Orleans, Louisiana, USA.
- 2019 “The Rise (and Fall) of the Food-Drug Line: Classification, Gatekeepers, and Spatial Mediation in Food and Health Markets” Law & Society Association (LSA) Meeting, Washington, DC, USA.
- 2018 “The Rise (and Fall) of the Food-Drug Line: Classification, Gatekeepers, and Spatial Mediation in Food and Health Markets” History of Science Society (HSS) Meeting Seattle, Washington, USA.
- 2017 “An age of standards: The rise of the FDA’s food “standards of identity” system, 1930s-1950s” Society for the History of Technology (SHOT) Meeting in Philadelphia, Pennsylvania, USA.
- 2017 “Food Labeling Regulation and Its Reform: The Market Politics of the 1973 FDA New Food Label Rules” Annual Meeting of the Business History Conference (BHC) in Denver, Colorado, USA.
- 2016 “Eating versus Treating: U.S. FDA regulation of diet foods” Society for Social Studies of Science (4S) Meeting in Barcelona, Spain.
- 2016 “The informational turn in food politics: the U.S. FDA’s nutrition label as ‘information infrastructure’” Society for the History of Technology (SHOT) Meeting in Singapore
- 2015 “The Reinvention of the Mediterranean Diet as ‘Biocultural Capital’” Korean History of Science Society Conference, Jeju, South Korea.
- 2015 “Eating versus Treating: U.S. FDA’s regulation of ‘ordinary’ v. ‘special’ dietary foods in the 1960s,” Taiwan STS Conference, Taipei, Taiwan.

### **INVITED TALKS, PANELS, AND WORKSHOPS [Abbrev. list, last five years]**

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- 2023-2024. Book tour to promote *From Label to Table*. For a comprehensive list of events, see here: <http://www.xaqfrohlich.com/book>
- 2023 “FDA policies on food standards and labels: A historical perspective” invited talk at the International Dairy Food Association (IDFA) Yogurt Cultured Innovation and Ice Cream Technology Joint Conference, Austin, TX, USA.
- 2021 “¿Qué es la dieta mediterránea?: La reinención de una dieta tradicional como capital biocultural” invited talk at the Institute “López Piñero” (IHMC), Valencia, Spain.
- 2021 “What is the Mediterranean diet?: The reinvention of a traditional diet as bio-cultural capital” invited talk at the Institución Milá y Fontanals de Investigación en Humanidades (IMF CSIC, Barcelona, Spain), remote presentation.
- 2020 “From Dissertation to Book manuscript: Some tips on rewriting” invited talk at the Hong Kong University Publication Workshop, remote presentation.
- 2019 “The Rise (and Fall) of the Food-Drug Line: Classification, Gatekeepers, and Spatial

- Mediation in Food and Health Markets” invited seminar for the Program on the History and Philosophy of Science Colloquium at Seoul National University, Seoul, South Korea.
- 2019 “The Rise (and Fall) of the Food-Drug Line: Classification, Gatekeepers, and Spatial Mediation in Food and Health Markets” invited seminar for the Regulrisk Workshop at Université Paris-Dauphine, Paris, France

### **SERVICE ACTIVITIES [last five years]**

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- 2024-present Auburn University History Department Graduate Committee
- 2024-2027 Trustee of the Business History Conference (BHC)
- 2020-2024 Auburn University History Department Undergraduate Committee
- 2022 Anonymous Reviewer for University of Chicago Press book proposal
- 2021 Anonymous Reviewer for U.S. National Science Foundation (NSF) grant proposal
- 2018-2020 Auburn University History Department Web Committee
- 2017-2020 Member of the Business History Conference (BHC) Liaison Committee
- 2017-2019 Book Reviews Editor for H-Nutrition network on H-Net

Anonymous Reviewer for submitted manuscripts to *Social Studies of Science*; *Isis*; *BioSocieties*; *Journal for Food Policy*; *Science as Culture*; *Consumption Markets & Culture*; *East Asia STS (EASTS) International Journal*; *Global Food History*; *Technology & Culture*; *Public Understanding of Science*; *Food & Foodways*; *Essays in Economic & Business History*; *Enterprise & Society*; *International Journal of Sociology of Agriculture and Food*; *Interdisciplinary Studies on the Mediterranean*; 4<sup>th</sup> Edition of the *Handbook of Science and Technology Studies*

### **LANGUAGES**

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Native **English** speaker;  
Fluent in reading, writing, and speaking **Spanish**;  
Introductory **Catalan, French, German, and Korean**

*\*Please note I hold both American and Spanish passports. I do not need visa sponsorship in the U.S.A. or EU*