

Sowing collections in your community : growing your audience

By: Erica Rau and Callie Coward
Jackson Library, UNC Greensboro



Home Economics and Household Collection

Home Economics Pamphlets

Explore all home economics pamphlets

The Home Economics Pamphlets Collection consists of government and commercial publications on the subject of home management and nutrition and includes educational materials, recipes, household hints, and other materials. The pamphlets were originally published between 1826 and the present.

The digital collection was built from resources held in the Martha Blakeney Hodges Special Collections and University Archives, the University Libraries Government Documents Collection, and by private collectors affiliated with the University Libraries. All materials presented online are presumed to be in the public domain. Due to copyright concerns, many of the pamphlets have not been digitized.

For question about the physical collection, please contact the Martha Blakeney Hodges Special Collections and University Archives.

Every fall, the UNCG University Libraries hosts the Vintage Viands event, where library staff members prepare recipes from the cookbooks in this collection and serve students and other visitors samples. Read more on the Digital Collections Facebook Page.

U.S. Government Food and Nutrition Pamphlets

Explore U.S. Government food and nutrition pamphlets

The U.S. Government Food and Nutrition Pamphlets in this collection are part of the Association of Southeastern Research Libraries' Collaborative Federal Depository Program (CFDP). UNCG is the ASERL Center of Excellence for the USDA Food and Nutrition Service and as part of its mandate has digitized these documents.

We hold documents from the Service's establishment in 1969 to the present. The entire collection is available online.

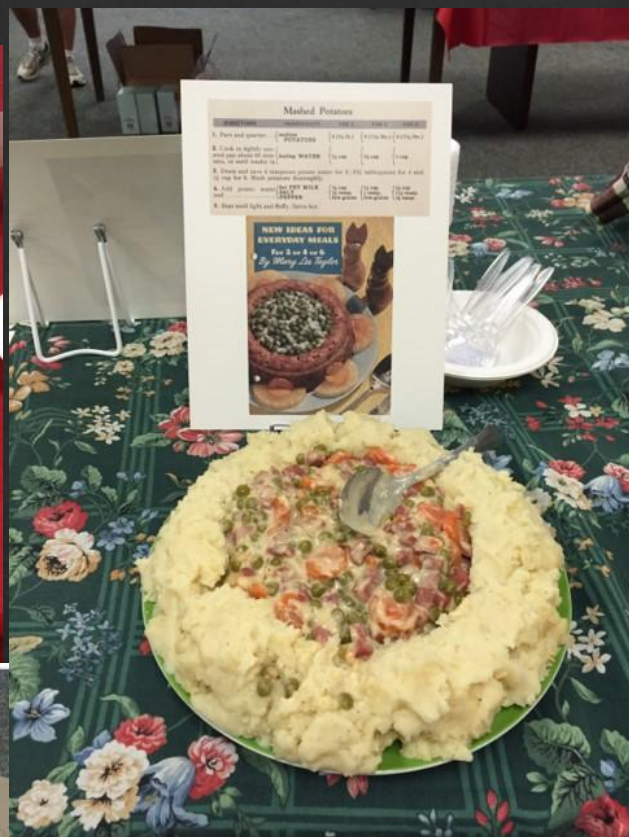
For questions about the collection contact Lynda Kellam (Imkellam@uncg.edu).



Home Economics and Household Collection

<http://libcdm1.uncg.edu/cdm/household>







MARINA BLANEY HODGES
SPECIAL COLLECTIONS AND DIGITAL PROJECTS
PRESENTS

VINTAGE VIANDS: THE ROARING 20'S

A FREE TASTE-TESTING EVENT FEATURING
AUTHENTIC 1920'S RECIPES
TO BE HELD ON
FRIDAY, SEPTEMBER, 23, 2016
12:00-2:00 P.M.
READING ROOM
MAIN LEVEL, JACKSON LIBRARY

UNCC
UNIVERSITY OF NORTH CAROLINA AT CHAPEL HILL

For disability accommodations,
please contact Michael Crumpton
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Recipient of the 2016 University
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1940s



1920s



There was no shortage of food at **UNC-Greensboro** on September 25. In Jackson Library, the **library staff** had put together a spread **straight out of the 1940s**. “Vintage Viands” introduced the university community to **food from the past** and promoted the library’s **collection of historical cookbooks** and home economics pamphlets that give a taste—pun intended—of what people ate back in the day.



The University of North Carolina at Greensboro
September 25, 2015

University Libraries UNCG held its #VintageViands event where sophomore Deijah Scales talk about her favorite 1940s



You, Stacey Krim and 14 others

Like Comment Share



Springer LibraryZone
September 30 at 11:10 AM

UNC Greensboro librarians whip up vintage recipes from the 1940's to promote their collection of historic cookbooks, including a few unappetizing selections like mash potato and green Jellied Florida Ring Mold.

The Perfect Recipe for Building Community

Food programs, classes, and generational sharing start at the library

EveryLibrary Aug 27, 2018 · 6 min read

By EveryLibrary Contributor Julia Skinner



Library programs connect communities by bringing people together for shared experiences, conversation, and learning. When we include food in our programming, it opens up incredible new possibilities for sharing between generations and patron communities, fostering curiosity and building needed skills in the process.

Why is food the key ingredient? The meals we make and share have been the backbone of familial and community connections since ancient times—food is central to all of our human rituals: Celebration, grief, and everything in between. We are connected by our shared experience of pivotal food memories, even though those memories may differ considerably by income, geographic location, culture, and age. Our literature, art, and scholarship are filled with examples of how food connects us. Sharing food is perhaps the most intimate way we connect with other humans: Putting our love and care into a dish, offering it to others to nourish and teach them.

Librarians put on many successful programs that tap into a variety of patron interests and food memories, while addressing the needs of the people they serve every day. A quick ask on [Twitter](#) (thank you, everyone who responded!) revealed a range of programs including cheese and book pairings, all kinds of workshops and demonstrations, collaborations with community groups and restaurants, and samplings of the foods in fiction books for patrons to enjoy. Special collections use food as a connection in a range of ways, including UNC Greensboro Libraries' [Vintage Viands](#) series, where staff member prepare a range of dishes from historic home economics pamphlets as a way to publicize that collection.



1940s: UNCG librarians cook up vintage dishes

PHOTOS BY Roger Sommer/Special to the Digital Technician Erica Rau (center) points out UNCG Jackson Library. It's like, 'Hey, this is wh

Food from the '40s: UNCG librarians cook up vintage dishes

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PHOTOS BY Roger Sommer/Special to the Digital Technician Erica Rau (center) points out UNCG Jackson Library. It's like, 'Hey, this is wh

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A Collection of Cookbooks Finds its Home at UNCG

A library's worth of cookbooks from across North Carolina has found a new home at UNC Greensboro.

written by SUSAN STAFFORD KELLY



PHOTOGRAPH BY JOEY SEAWALL

EDITOR'S NOTE: This story was originally published in September 2007 and updated in March 2018.

For Adam Edelman (left) and me to be a cookbook collector, even as the amateur nearly 1,000 cookbooks, with titles from all over North Carolina, "I scoured a recipe, and a story behind that recipe, from a cook from every county in the state," Edelman explains. And so she began traveling, county by county, connecting with and contacting friends of friends and their friends, who had passed recipes throughout the decades and through generations. But she'd show up to meet a particular person, and instead of one cook, she'd find a room full of cooks, full of stories. Word of her quest had gotten out.

Edelman, of Raleigh, is also no stranger to recipes. LNC Press published her *Southern Carolina*, a cookbook of cakes, candies, and desserts from around the state, in 2009. In 2013, she published *Edelman's Carolina Cooks*, featuring vegetables and meats. But the real look on a life of its own, and became personal, because, "What I was bringing back was sort of ephemeral—a voice telling a story about food," she says. "The cookbook is the material more. I wanted to know more about the county and food that one person could give me."

Edelman claims—or blames—her Kinston childhood as motivation for the mission—"Inherent forces," she terms it—that took five years to complete. "In eastern North Carolina, people were poor," she recalls. If they needed something, they went to their food and made it. And, besides, their collections consisted of humble items: home plates, pop bottles, fishing lures. And cookbooks. Like many white Southerners born in the segregated 1950s, Edelman was raised by her biological mother and "my African-American mother," and rarely sat down to a meal with her parents. Her father was a small-town, middle-class lawyer, but he'd take Top Chef for Thanksgiving with him on trips to courtrooms, where employees would regale her with tales of their county and places to eat. Information not found in any travel brochure. Too, the family had shelves in dozens of counties, and on Sundays, they'd drive North Carolina's back roads for books. Edelman fell in love with these views of pastures and small farms and scrappy homesteads in every season, and 50 years later, as a "habit cookbook junkie," traveling those same roads in her search, she fell in love with North Carolina all over again.



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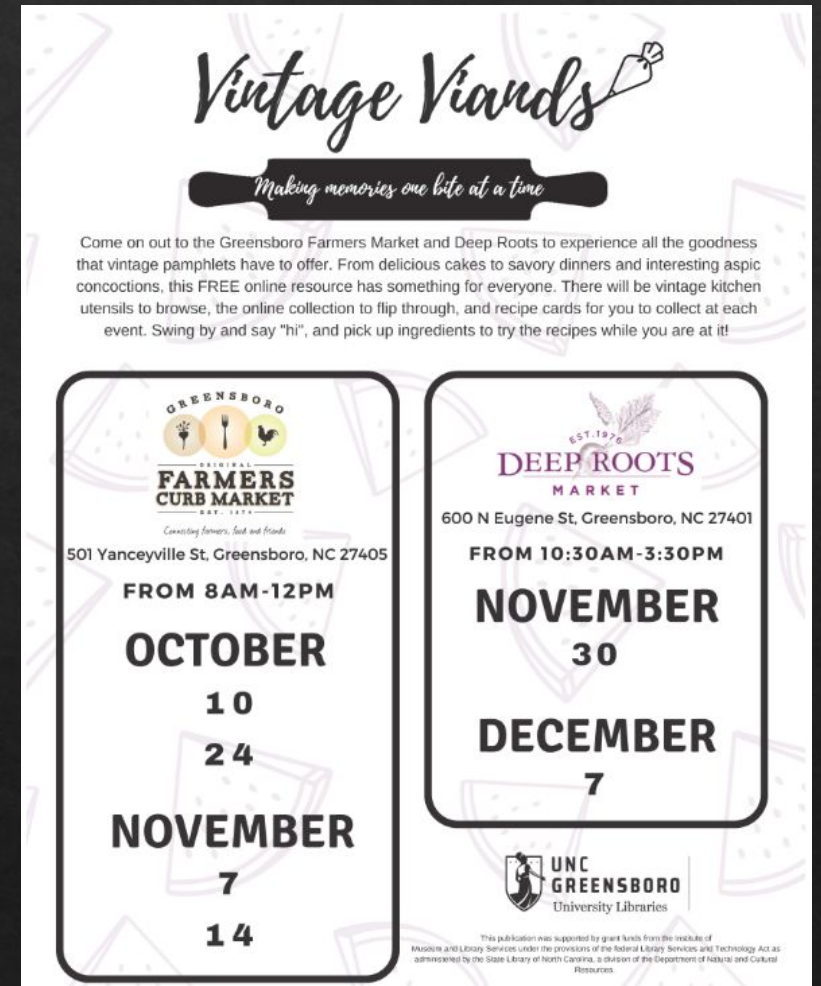
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Community Connections grant

- ◆ Take our collection out into the community
 - ◆ Farmers Market
 - ◆ Deep Roots
- ◆ <https://statelibrary.ncdcr.gov/ld/communityconnectionsgrant>



Vintage Viands
Making memories one bite at a time

Come on out to the Greensboro Farmers Market and Deep Roots to experience all the goodness that vintage pamphlets have to offer. From delicious cakes to savory dinners and interesting aspic concoctions, this FREE online resource has something for everyone. There will be vintage kitchen utensils to browse, the online collection to flip through, and recipe cards for you to collect at each event. Swing by and say "hi", and pick up ingredients to try the recipes while you are at it!

GREENSBORO ORIGINAL FARMERS CURB MARKET
501 Yanceyville St, Greensboro, NC 27405
FROM 8AM-12PM
OCTOBER 10 24
NOVEMBER 7 14

DEEP ROOTS MARKET
600 N Eugene St, Greensboro, NC 27401
FROM 10:30AM-3:30PM
NOVEMBER 30
DECEMBER 7

UNC GREENSBORO University Libraries

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Community Connections grant



Breaking it down

- ◆ Promotion
- ◆ Table spread
- ◆ <https://www.instagram.com/uncgdigitalcollections/>



Community Connections grant



Greensboro Children's Museum

- ◆ Collaboration
- ◆ How we promoted
 - ◆ Social media, calendars, blogs, handouts, digital sign in library lobby
- ◆ How'd it go?



Questions?
Contact us at
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or
mdavis@gcmuseum.
com

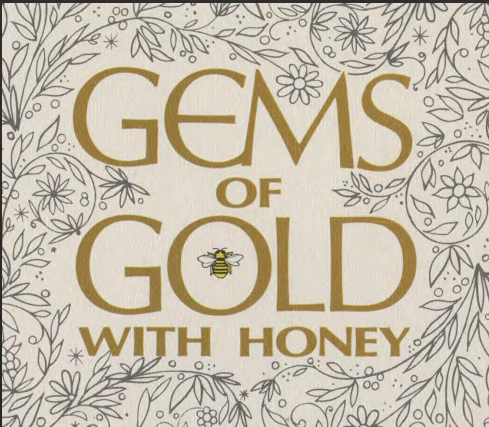
Adult cooking class

Resurrect recipes of the past as the Edible Schoolyard hosts UNC Greensboro librarians and their collection of 20th-century recipes, carefully cataloged and digitized for our reflection and delight. These recipes span the 1900s, and we will specifically look at different food trends, cooking techniques, and tools used to create these delicacies.

Date: Thursday, April 11, 2019
Time: 6:30 - 8:00 pm
Place: Greensboro Children's Museum
Age: 21+
Class fee for supplies: GCM members - \$30,
nonmembers-\$35



Takeaways



- ◆ Timing
 - ◆ Are there other events going on at the same time/on the same day that you could loop or incorporate your event into?
- ◆ Be aware of your surroundings
 - ◆ At The Greensboro Farmers Curb Market there is “the bee man” (Bill Mullins) so part of our display included “Gems of Gold with Honey”
- ◆ Check out the area where you will set up before the actual day
 - ◆ You’ll want to make sure you have enough room for your tables, props, signs, etc.

where

do we go

from

here?

- ◆ Talk to administration about continuing
 - ◆ Replicate project, but adjust for takeaways
- ◆ Discovery boxes
- ◆ Take another collection and get it out there!



- ◆ What exactly is in your collection?
- ◆ Who is the intended audience?
- ◆ Where is your audience?
- ◆ When is the best time to promote this?
- ◆ Why?
 - ◆ It's very important to establish why you're doing what you're doing. People ask. Be ready with an answer.



Let's serve up
some good
ideas!