



Hi Hanna,

Here is my entry for the Good Food Society logo competition. Should you (and the other members) like it, I could provide a better quality version of the file.

Cheers,

Nico

To: [many people at ANU, and some in Melbourne, France, Finland]

Hi Food Society people

I got this email that's so amazing that I have to share it not only with current Society members here in Canberra but some elsewhere-eaters as well. If you want to beat this suggestion better act quick! Otherwise shall we vote which is the best one? (I assume we'll choose one of these 3?)

Nico, do you think you'd allow our other branches worldwide to use this too? Next we'll really start using this on aprons, etc.... oh yes and need to update that webpage. We need a properly drawn phylogeny / migration map of the Society by now!

Hanna

From: Dirk Schmeller [all the way from France]
Excellent!

I think we should get a PhD student doing the phylogeny and good food society dispersal. It became really complex and should be interesting for a social scientist ;)

I actually vote for the third.

Enjoy food, where ever you are!
Dirk

[many many emails deleted, summary follows]

Subject: Logo voting has ended (possibly)
To: [many people at ANU, and some in Melbourne, France, Finland]

Hi GFS people

Results so far (did we say when voting will end? no)

Top left (no pan): 5 votes
Top right: 2 votes, one attempting to increase weight by adding "definitely"
Bottom left: 1 vote
"Either one with the pan" 1 vote
General expressions of enthusiasm but no opinion expressed: 4 emails
A suggestion out of left field: "or have them as alternatives for different aprons or events..."
Number of people I forgot to include in the poll: Unknown

With this level of democracy I'd say that even if we combine the votes for the pan versions, and give half a point for the word "definitely", the score is

No pan vs. Pan
5 - 4.5

No pan wins. Complaints? please send them to Johanna Mappes who can deal with them. I think I'll next commission Nico to design the logo for my lab!

Hanna

From: Elsie Krebs
What no pan???

I protest since there was no closing time for the voting

Just to be difficult DG and I like #3!!!
But really doesn't it need a wine glass too!

Dr. Elsie Krebs
Canadian Wildlife Service
Environment Canada
5421 Robertson Road
Delta, BC
V4K 3N2

- - -

From: Naomi Langmore
Hi Hanna,
I'm in awe of Nico - how did he do that?! I agree that no pan works best.
cheers,
N

- - -

From: Hanna Kokko
To: Johanna Mappes [in Jyväskylä] and all others
Subject: Can I speak to the manager please

Hello Originator of the GFS (+ all others ... sorry if this democratic transparency is reaching spam levels, we'll stop soon)

We got one complaint already and one suggestion. Please use your powers to make a formal & dictatorial decision!

1. The complaint:

What no pan???

I protest since there was no closing time for the voting

Just to be difficult DG and I like #3!!!
But really doesn't it need a wine glass too!

Dr. Elsie Krebs
Canadian Wildlife Service
Environment Canada
5421 Robertson Road
Delta, BC
V4K 3N2

Tel: (604) 940-4690
Cell: (604) 315-9462
Fax: (604) 946-7022

2. Support for the left field suggestion (i.e. the use of all of them randomly):

> -----Original Message-----

> From: Rob Magrath [mailto:robert.magrath@anu.edu.au]

> Sent: Wednesday, February 24, 2010 10:26 AM

> To: Hanna Kokko

> Subject: Re: Logo voting has ended (possibly)

>

> Left field seems appropriately anarchic, and of course the many who

> support that suggestion will ignore the voting anyway! R

>

NOTE ADDED IN PROOF. We got one "pro lack of pan" vote after the results were published but that was not phrased as a formal complaint.

NOTE ADDED OTHERWISE. I never claimed this was fully democratic, even though the leaders were called "presidents" in the northern hemisphere phylogeny they had full and absolute power. (In the south though the president E always disagrees with president H, but the food is still excellent)

Hanna

- - -

From: Rob Heinsohn

I concur - there simply must be a pan! (I hope the use of "must" and "!" will increase the value of my vote..)

- - -

From: Bob Wong

As an ethnic minority (albeit, a very tall one), I feel that it is my obligation to point out that the use of the pan could be culturally insensitive and may offend those who use woks (or pots for that matter).

- - -

From: Anna-Liisa Laine @ csiro

As a representative of a language minority I would like to point out that the pan conveys our purpose to more diverse cultural audiences than the English words of the logo!!

anna-liisa

- - -

From: Pat Backwell

Stuff the minorities. Go for style.

I like the pan. I vote for #3.

Pat

- - -

From: Rob Magrath

Yes, it's a cooking as well as food society, so let's not pander to stoves alone.

Bob is too tall to have a vote. And he ignores the insensitivity of electric stoves or those who prefer to eat raw food..

Rob

- - -

From: Hanna Kokko

Those of you belonging to a certain language minority could take my book and read the story of a guy who survived WWII because the Germans never knew he was a Jew, and who later conducted these studies showing how totally arbitrary labels can divide people into groups who start hating each other. We could use aprons with different logos during the same cooking event and see who knives whom in the back

- - -

From: Johanna Mappes

Subject: All complaints handled

Manager handled all complains and protests

result : evvk

those members that are not familiar with Finnish abbreviation can ask for translation from Hanna Kokko

- - -

From: Dirk Schmeller [from France]

Subject: Re: All complaints handled

Good day,

Scientists, who love to cook, should not discuss a logo in light of ethics, but more in light of esthetics and taste. However, i am really amazed about the extent of the good food society. We became a global organisation!

So, below also an extract of my survival kit from my Finnish times.

Nico, honestly, did you expect to get so many scientists active with your logo? ;)

Greetings from the country of good food (France, for those who might not know) and hopefully we can organise a world congress of good food in the next years. I will be happy to host it in Moulis.

Best
Dirk

EVVK is a Finnish expression and a TV show.

The expression "EVVK" (Finnish pronunciation: [e?ve?ve?ko?]) is an acronym of Ei vois(i) vähempää kiinnostaa, an almost direct translation of the English language expression I couldn't care less, and with the same meaning. Particularly in acronymic form, the expression is still fairly recent, and many Finns consider its use juvenile. The phrase originates from a comedy TV-series by the group Lapinlahden Linnut.

The TV show EVVK was shown on the relatively new TV channel SubTV at late night. It consisted mainly of various kinds of humour aimed at an adolescent or young adult audience. It gained some publicity in Finnish magazines by occasionally finishing off with a short scene of the Finnish model Jasmin Mäntylä lying nude on her bed, but tastefully obscured by the bedcovers.