GEORGE L. MOSSE/LAURENCE A. WEINSTEIN

CENTER FOR JEWISH STUDIES

TWENTY-SIXTH ANNUAL

Greenfield Summer Institute

Food and Drink in Jewish Culture

July 20–23, 2026

University of Wisconsin–Madison

CENTER FOR JEWISH STUDIES

Greenfield Summer Institute

UNIVERSITY OF WISCONSIN–MADISON

Food and drink are at the core of Jewish culture. Addressing broad questions about *kashrut*, family and community traditions, and Jewish interactions with non-Jews, this year's Greenfield Summer Institute will explore how food and drink shape Jewish culture. Join us as speakers from across the country explore topics ranging from Jewish-run taverns in Poland, to Jewish poultry farms in New Jersey, to Jewish cooking in Mexico. Highlights include a talk by the author of the award-winning book *Kosher USA* and an interview with the owners of New York's legendary appetizing store, Russ & Daughters.

Space is limited, so please register early.

Can't make it for the whole Institute? You can register for each day's lectures and events separately!

To register, go to: cjs.wisc.edu/greenfield

The Greenfield Summer Institute is sponsored by the Mosse/Weinstein Center for Jewish Studies through the generosity of Larry and Roslyn Greenfield.

All lectures will be held at the Wisconsin Institute for Discovery, 330 N Orchard St. (Madison, WI)
Please note that this is the same location as last year, but a change from years prior

Please note - there has been a change in schedule which affects Monday and Thursday.

Glenn Dynner (originally scheduled to speak on Thursday at 9:00am) will now be speaking on Monday at 1:30pm.

Mitchell Hart (originally scheduled to speak on Monday at 1:30pm) will now be speaking on Thursday at 9:00am.

This change in schedule is NOT reflected in the following pages

MONDAY, JULY 20

8:00 a.m.
Continental Breakfast and Registration

9:00 a.m.
"Kosher USA: How Coke Became Kosher and Other Tales of Modern Food"
Roger Horowitz (Hagley Museum and Library)

In this talk Roger Horowitz, author of *Kosher USA*, follows the fascinating journey of kosher food through the modern industrial food system. Topics include how iconic products such as Coca-Cola and Jell-O tried to become kosher; contentious debates among rabbis over the incorporation of modern science into Jewish law; how Manischewitz wine became the first kosher product to win over non-Jewish consumers (principally African Americans); and the techniques used by Orthodox rabbinical organizations to embed kosher requirements into food manufacturing. Filled with big personalities, rare archival finds, and surprising influences, the history of kosher foods in America illuminates the complex encounter between ancient religious principles and modern industrial methods.

10:45 a.m.
"Jewish Community Farming in the Era of Climate Change"
Adrienne Krone (Allegheny College)

In February 2025, Adrienne Krone attended the Tu B'Shvat Food Forest Festival hosted by Coastal Roots Farm in Encinitas, California—one of 20 Jewish Community Farming (JCF) organizations in the United States and Canada that use agricultural spaces and Jewish sources to connect Jews to the land, to Judaism, to climate action, and to each other. At the Coastal Roots event, organizers provided a fully immersive Jewish celebration of the new year for the trees in their food forest. The Coastal Roots educators also responded to the recent Los Angeles wildfires by integrating opportunities for Jewish learning on the topic. In this talk, Krone describes the

ways that Jewish farmers at Coastal Roots and other JCF organizations are adapting their agricultural practices to climate change and using their experiences on the front lines of the climate crisis to educate and activate Jews of all ages.

1:30 p.m.
"Dinner with the Goldbergs"
Mitchell Hart (University of Florida)

This talk looks at the role of food in the 1950s sit-com *The Goldbergs*. More specifically, it explores how food was used to make crucial points about Jewish acculturation to American norms, and the need at times for Jewish "invisibility." Foods that were recognizable to anyone raised in a Jewish home were re-named to hide their Jewishness, even if the foods were still identifiable to those living in places with significant Jewish communities. Food thus offered one way for Jews to demonstrate their integration into mainstream America while simultaneously maintaining a discernible Jewish identity.

3:15 p.m.
Film Screening: *The Sturgeon Queens* (2014)
Directed by Julie Cohen

Four generations of a Jewish immigrant family create Russ & Daughters, a Lower East Side lox and herring emporium that survives and thrives. Produced to coincide with the 100th anniversary of the store, this documentary features an extensive interview with two of the original daughters for whom the store was named, who were 100 and 92 years old at the time of filming, and interviews with prominent enthusiasts of the store including Supreme Court Justice Ruth Bader Ginsburg, actress Maggie Gyllenhaal, chef Mario Batali, *New Yorker* writer Calvin Trillin, and *60 Minutes* correspondent Morley Safer. Rather than using a conventional narrator, the filmmakers bring together six colorful longtime fans of the store, in their 80s and 90s, who gather around a table of fish reading the script in the style of a Passover Seder.

TUESDAY, JULY 21

8:00 a.m.
Continental Breakfast and Registration

9:00 a.m.
Family, Friends, and Smoked Fish: Reminiscences about Life with Russ & Daughters
Mark Federman and Niki Russ Federman in conversation with Andy Bachman

Russ & Daughters has been an institution of Jewish New York since 1914. In conversation with longtime friend and UW-Madison alumnus Rabbi Andy Bachman, Mark Federman and his daughter Niki Federman – the third and fourth generation proprietors, respectively – will share family memories, stories about cooking, and reflections on the challenges and rewards of ushering the world-famous icon of American Jewish culinary history into the 21st century.

10:45 a.m.
"Preserving Your Family Recipes and Stories with Jewish Food Society"
Yael Raviv (Jewish Food Society)

Jewish Food Society is a non-profit organization that works to preserve and celebrate Jewish culinary heritage from around the world. In this talk, Yael Raviv, the organization's Chief Operating Officer, highlights the power that food has to create deep connections, instill pride, and offer a space for potentially difficult conversations during this challenging time. We'll explore what Jewish food is and build on a range of examples and stories from the Jewish Food Society archive to illustrate the process of interviewing and capturing family stories, developing and preserving family recipes, and documenting and sharing this information with others.

1:30 p.m.
"Hunger and Food in Holocaust Ghettos"
Helene Sinnreich (University of Tennessee, Knoxville)

During World War II, the Germans put the Jews of Nazi-occupied Poland into ghettos which restricted their movement and, most crucially for their survival, access to food. Having no control over Nazi food policy, Jews attempted to survive the deadly conditions of ghettoization through a range of coping mechanisms and survival strategies. The hunger which resulted from this intentional starvation impacted every aspect of Jewish life inside the ghettos. This talk explores their story, drawing from diaries and firsthand accounts of the victims and survivors.

3:15 p.m.
Film Screening: *In Search of Israeli Cuisine* (2016)
Directed by Roger Sherman

In Search of Israeli Cuisine is a portrait of the Israeli people told through food. From profiles of chefs, home cooks, farmers, vintners, and cheese makers reflecting the more than 100 cultures that make up Israel today, a rich, complex, and human story emerges. The guide is Michael Solomonov, the James Beard Award-winning chef and owner of Zahav restaurant in Philadelphia. Through his interviews and visits to farms, markets, restaurants, and home kitchens, audiences will discover that this hot, multicultural cuisine has developed only in the last 40 years, mirroring the current state of the Israeli people and their food: secular, outward looking, and innovative.

WEDNESDAY, JULY 22

8:00 a.m.
Continental Breakfast and Registration

9:00 a.m.

"Speaking Yiddish to Chickens: Holocaust Survivors Turned Poultry Farmers"

Seth Stern (Journalist and Author)

Most of the roughly 140,000 Holocaust survivors who came to the United States in the first decade after World War II settled in big cities. But a few thousand chose an alternative way of life on American farms. More of these farmers wound up raising chickens in southern New Jersey than anywhere else. Finding an unlikely refuge and gateway to new lives on poultry farms, they gravitated to a section of the state anchored by Vineland, a small rural city where previous waves of Jewish immigrants had built a rich network of cultural and religious institutions.

10:45 a.m.

"Chicken Soup in a Pot: The Art of Sholem Aleichem's Monologue"

Sunny Yudkoff (University of Wisconsin-Madison)

In this lecture, we'll engage the writing of Sholem Aleichem. We will analyze together the author's iconic monologue, "The Pot" (1901), a beloved text read and performed for audiences across the Pale of Settlement. It is a work that yells at its audience with a combination of love, anger, and desperation. At the center of the text is a *fleyshik* pot that may or may not have been rendered unkosher by the admixture of a drop of milk. But this is the protagonist's only remaining pot—the only vessel for one worrying mother to prepare a palliative chicken soup for her ailing son. In preparation for the lecture, we invite you to read "The Pot," which we will provide digitally in advance of Greenfield.

1:30 p.m.

"Kosher Crossroads: Food, Trade, and Identity in the Colonial Caribbean"

Hilit Surowitz-Israel (Rutgers University)

Focusing on Curaçao, a central hub of Jewish life in the colonial Caribbean, this lecture examines food as material

culture within the Sephardic Atlantic world. Drawing on recipes, household objects, and locally sourced ingredients—such as the use of plantains in charoset—it explores how Jewish communities adapted ritual foods to Caribbean ecologies. These culinary practices reveal how kosher observance and trade networks shaped Jewish identity and articulated a new social reality in colonial Curaçao.

3:15 p.m.
"Diasporic Kitchens: Jewish-Mexican Recipes and Stories"
Margaret E. Boyle (Bowdoin College)

Recipes carry histories of migration, identity, and memory. Through vivid examples and voices drawn from her book *Sabor Judío: The Jewish-Mexican Cookbook*, Margaret E. Boyle highlights people and places that keep culinary traditions alive. We will discover how dishes travel across borders and time, how families adapt ingredients and techniques, and how Jewish and Mexican communities sustain connection, transmit culture, and create belonging at the kitchen table.

THURSDAY, JULY 23

8:00 a.m.
Continental Breakfast and Registration

9:00 a.m.
"Jews, Liquor, and Life in Poland"
Glenn Dynner (University of Virginia)

In nineteenth-century Eastern Europe, the Jewish-run tavern was often the center of leisure, hospitality, business, and even religious festivities. The nobles who owned taverns and distilleries believed that only Jews were sober enough to run these businesses profitably, a belief so ingrained as to endure even the rise of Hasidism's robust drinking culture. As liquor became the region's boom industry, Jewish tavernkeepers became integral to both local economies and local social life. Increasingly, reformers and government officials, blaming Jewish tavernkeepers for epidemic peasant drunkenness,

sought to drive Jews out of the liquor trade. However, most nobles helped their Jewish tavernkeepers evade fees, bans, and expulsions by installing Christians as fronts for their taverns. The result—a vast underground Jewish liquor trade—reflects an impressive level of local Polish-Jewish coexistence that contrasts with the more familiar story of antisemitism and violence.

10:45 a.m.
"Something's Not Kosher: Jewish Food Controversies Through the Ages"
Jordan D. Rosenblum (University of Wisconsin-Madison)

Why did some people claim that Jack the Ripper was a kosher slaughterer? Are hamantaschen the biblically forbidden cakes baked to the Queen of Heaven? Is the famous Roman dish "Jewish Artichoke" (*carciofi alla giudia*) kosher? This talk explores these and many other kosher controversies. Throughout, we will explore how kosher controversies were not just about the food, but about a variety of associated practices related (sometimes quite loosely) to food preparation. From pork to artichokes, from chicken to oysters, we will follow the curious—and indeed sometimes scandalous—history of kosher food controversies.

12:00 p.m.
Closing Lunch

REGISTRATION/PAYMENT INFORMATION

Fees

The fee for the Greenfield Summer Institute is **$245 for all programming**, including the daily continental breakfasts and closing lunch. Registration received on or after July 1 will be subject to a fee increase. *For information about programming, please visit our website or contact the Center for Jewish Studies by email or phone (listed below).*

A la carte pricing
$70 to attend lectures and activities on Monday, Tuesday, or Wednesday
$50 to attend lectures and activities on Thursday
$20 to attend closing lunch (Thursday)

Online (Zoom) program

As with previous years, the program will also be livestreamed (via Zoom) for anyone unable to attend the Institute in person. While online participants will miss out on the social aspects of the Institute, all lectures and activities will be available online. The fee for online attendance is $175 for all programming. *If you have questions about the online option, please call or email us.*

Registration Online

Registration information can be found online at cjs.wisc.edu/greenfield. Payment by credit card or check is possible through the online registration form. If you need assistance with registration, please give us a call and we will be happy to assist you.

Please note that you will still need to register online even if you choose to pay by sending a check through the mail.

Please be sure to register only once!
Confirmation of your registration will be sent to you via email after your registration has been processed. If you have questions about your registration status, please call or email us.

Parking

There is parking available near the Wisconsin Institute for Discovery but a parking pass should be purchased ahead of time to guarantee you a spot (unless you are staying at Union South Hotel – see below). Information about access to parking can be found on our website (link below).

Lodging

The Greenfield Institute has blocked rooms at the Union South Hotel, which is directly across the street from the Wisconsin Institute for Discovery. To secure a room at the group rate, reservations must be made before June 22. *Please note that this is the only hotel within easy walking distance of where the Institute will be held.*

Wisconsin Union Hotel (Union South)
1308 W. Dayton St. (Madison, WI 53715)
608-263-2600
Nightly Rate: $197

Reservations in this room block can be made over the phone by mentioning the Group Name: "Greenfield Summer Institute."

Parking in the underground lot at Union South is included with a room reservation – be sure to ask for this if you will be coming by car.

Please visit the Greenfield webpage for more information on the amenities and location of this hotel.

Questions?

You can reach us by phone or email
Phone: 608.890.3572
Email: greenfield@cjs.wisc.edu

Or visit us on the web at
cjs.wisc.edu/greenfield

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