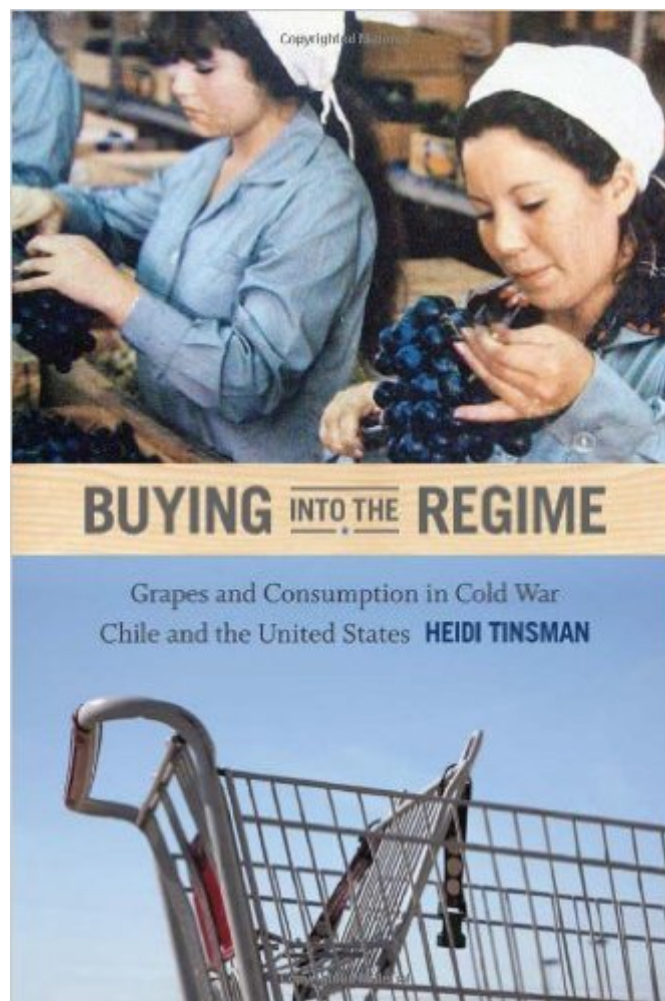


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Buying Into The Regime: Grapes And Consumption In Cold War Chile And The United States (American Encounters/Global Interactions)



Synopsis

Buying into the Regime is a transnational history of how Chilean grapes created new forms of consumption and labor politics in both the United States and Chile. After seizing power in 1973, Augusto Pinochet embraced neoliberalism, transforming Chile's economy. The country became the world's leading grape exporter. Heidi Tinsman traces the rise of Chile's fruit industry, examining how income from grape production enabled fruit workers, many of whom were women, to buy the commodities—appliances, clothing, cosmetics—flowing into Chile, and how this new consumerism influenced gender relations, as well as pro-democracy movements. Back in the United States, Chilean and U.S. businessmen aggressively marketed grapes as a wholesome snack. At the same time, the United Farm Workers and Chilean solidarity activists led parallel boycotts highlighting the use of pesticides and exploitation of labor in grape production. By the early-twenty-first century, Americans may have been better informed, but they were eating more grapes than ever.

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The story behind the grapes in our supermarkets in winter is rich and significant as Heidi Tinsman tells it. This beautifully written history is a study of many things: the Chilean women who pack the grapes for American consumers, the changes that the grape industry brought to relations between men and women in Chile, the marketing of grapes to Americans as healthy snack food, and the politics behind all of this. Tinsman knows all about Chile, and knows how to write a wonderful book.

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